

Understanding the Effects of Product Quality and Brand Image on Customer Satisfaction and Loyalty in the Context of Muslim Fashion Retail

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Abstract

This research aims to analyze the influence of product quality and brand image on customer satisfaction and their impact on customer loyalty in a Muslim fashion company. Product quality and brand image are crucial factors in establishing long-term relationships with customers. Customer satisfaction is considered a mediator that affects customer loyalty, which is key to a company's success in an increasingly competitive market. This study employs a quantitative method, collecting data through questionnaires distributed to the customers of the Muslim fashion company under study. The findings indicate that product quality and brand image have a significant positive influence on customer satisfaction, and customer satisfaction positively impacts customer loyalty. These results underscore the importance of enhancing product quality and strengthening brand image to create satisfied and loyal customers within the Muslim fashion industry.

Keywords : Product Quality, Brand Image, Customer Satisfaction, Customer Loyalty, Muslim Fashion

INTRODUCTION

The fashion industry in Indonesia has been witnessing significant growth over the past few decades. Overall, the fashion sector now contributes around 50 percent to the country's revenue in the creative industry and experiences an annual export growth rate of 2 to 3 percent. This progress is supported by various factors, including the emergence of increasingly capable local designers, improving economic conditions, and rapid advancements in the retail sector. (Sidharta et al., 2023)

One of the standout trends in recent years is the rise of Muslim fashion. This type of clothing is designed in accordance with Islamic principles, making it a unique segment within the broader fashion market. The Muslim fashion industry in Indonesia has grown substantially, marked by the emergence of numerous companies specializing in the sale of Muslim apparel. As the number of Muslim fashion outlets

increases, so does the level of competition, particularly in areas like Bandung, where the market is bustling with various brands vying for consumer attention. In this fiercely competitive landscape, each company strives to capture and convince its customers that their products are attractive and capable of fostering consumer loyalty.

Zaki and Elseidi (2024) emphasize that religiosity significantly shapes purchase intention, particularly within the context of Islamic apparel brands. Their research suggests that a brand's personality can resonate deeply with consumers who prioritize religious values, thereby influencing their purchasing decisions in a meaningful way. This underscores the necessity for fashion companies operating in the Muslim niche to authentically align their brand messaging and offerings with the values of their target audience.

Additionally, Shah et al. (2020) explore how

halal-focused social media engagement enhances brand satisfaction among Muslim consumers. Their findings indicate that customer engagement through social media platforms can effectively build community and strengthen brand loyalty, particularly when moderated by levels of religiosity. This highlights the importance of leveraging digital platforms to communicate with consumers and create a sense of belonging, which is crucial for retaining loyal customers in a competitive market.

From a strategic perspective, Nilmini Bhagya et al. (2024) provide insights into effective niche market strategies within the fashion sector. Their systematic literature review points out that tailoring Marketing strategies to fit the unique characteristics of the Muslim fashion niche can further enhance brand appeal and customer loyalty. This involves recognizing cultural and religious nuances in product offerings and marketing campaigns.

Furthermore, Hendar et al. (2020) discuss the role of religio-centric product strategies in marketing performance. They argue that aligning products with consumers' religious beliefs not only fosters brand loyalty but also enhances overall marketing effectiveness. This indicates that Muslim fashion brands that adopt a religio-centric approach can differentiate themselves in the marketplace, thereby gaining a competitive edge.

In the context of halal product marketing, companies must recognize that consumers who prioritize halal aspects seek not only compliance with religious guidelines but also quality and sustainability of those products. According to Floren et al. (2020), consumer behavior in

Islamic marketing is significantly influenced by religious and social values. This underscores the importance for companies aiming to succeed in this market to align their products and marketing strategies with these values.

Understanding that halal consumers are discerning and likely to consider the overall integrity of a product, businesses should enhance their offerings by incorporating high-quality ingredients and sustainable practices. By emphasizing ethical sourcing, eco-friendly production methods, and transparency, companies can resonate with consumers who value both halal compliance and social responsibility.

Furthermore, effective communication of these values through targeted marketing efforts can build trust and loyalty among consumers. This involves crafting messages that highlight the spiritual benefits of choosing halal products while also addressing concerns about quality and sustainability.

A study by Rafdinal et al. (2024) indicates that the brand loyalty model for halal fashion brands is significantly influenced by product quality, sources of information, and consumer religiosity. This finding underscores the necessity for companies to consider these factors in their marketing strategies. Product quality plays a crucial role in establishing and maintaining brand loyalty. Consumers need to feel confident in the integrity and craftsmanship of halal fashion items to ensure their purchases meet their expectations. (Sidharta, Rahman & Heryanto, 2018) Companies must prioritize high standards in material selection, design, and manufacturing processes to build trust and

encourage repeat purchases. The sources of information that consumers rely on, such as recommendations from trusted influencers, social media channels, and reviews from other customers, greatly impact their perceptions of a brand. (Foster, Sidharta & Rahman, 2018) Businesses should leverage these information channels effectively, providing transparent and authentic content that reinforces their brand message and engages their audience. Consumer religiosity significantly influences purchasing decisions within the halal fashion sector. Companies must align their marketing messages with the values and beliefs of their target audience, highlighting the halal certification and ethical practices that resonate with consumers' religious principles.

One effective approach to achieving customer loyalty is through trust management. According to Qi et al. (2023), cultural values act as moderating factors in building customer loyalty within the hospitality and tourism sectors. For instance, in cultures that prioritize interpersonal relationships, customers are more likely to remain loyal to companies that foster strong and trusting connections. Therefore, firms must understand the cultural context in which they operate to create effective strategies for building trust and loyalty. (Foster & Sidharta, 2019)

Moreover, trust has broader implications in the context of e-commerce. Sarkar et al. (2020) highlight that trust in mobile commerce is a key factor influencing customers' purchasing decisions. In today's digital era, customers often hesitate to engage in online transactions due to concerns regarding data security and product

quality. To address this, companies need to build trust by providing transparent information, ensuring transaction security, and offering responsive customer service. By doing so, they can not only enhance customer trust but also encourage repeat purchases.

Additionally, managing customer relationships is crucial for fostering loyalty. Gremler et al. (2020) assert that understanding and managing the relational benefits customers receive from services can enhance loyalty. These relational benefits include positive customer experiences, enjoyable interactions with staff, and a sense of feeling valued as a customer. Companies that create such positive experiences are more likely to retain loyal customers. For example, a restaurant that provides friendly and timely service while attentively addressing customers' needs is more likely to gain loyal patrons compared to establishments that overlook these aspects.

Building trust and customer loyalty requires a sustained approach. Companies must continually update and improve their products and services to remain relevant to customers' needs and expectations. This can be achieved through regular customer feedback collection and satisfaction surveys. By doing so, businesses can gain insights into what customers want and make necessary adjustments to meet those expectations effectively.

Based on preliminary survey results conducted by the researchers, customer loyalty has not yet reached its optimal level. This is evident from the significant number of respondents who do not make continuous purchases of products. Moreover, it was

observed that customers do not exclusively buy core Rabbani products; instead, they also purchase from other product lines within the same company.

Interestingly, some customers also displayed a degree of resistance to competitors' offerings, showing reluctance to switch to alternative products proposed by rival brands. This indicates that while there is a foundational loyalty to Rabbani, maintaining and enhancing this loyalty requires strategic attention.

To strengthen loyalty further, the company may need to explore deeper engagement with its customers, potentially through loyalty programs, personalized marketing efforts, and incentives that encourage repeat purchases. Understanding the reasons behind the initial resistance to competitors can also help the company reinforce its value proposition, ensuring that customers remain committed to the brand and its products. Engaging customers in feedback mechanisms could provide valuable insights into their needs and preferences, ultimately fostering a more robust loyalty framework.

In today's competitive market, particularly within the Muslim fashion industry in Bandung, understanding the factors that influence customer satisfaction and loyalty is crucial for businesses aiming to thrive. One critical area of inquiry is the impact of product quality and brand image on customer satisfaction, as well as how these elements subsequently affect customer loyalty.

The problem arises from the need to explore how product quality—encompassing aspects such as material, craftsmanship, and design—affects the overall satisfaction of customers with their purchases. In a market where consumers are

increasingly discerning, a high-quality product is likely to meet or exceed customer expectations, leading to satisfaction. However, the role of brand image is equally significant. A strong, positive brand image can enhance customers' perceptions of product quality and credibility, thereby influencing their satisfaction levels.

Furthermore, the relationship between customer satisfaction and loyalty cannot be overlooked. Customers who feel satisfied with their purchases are more likely to return and make repeat purchases, fostering loyalty towards the brand. Conversely, if the quality does not meet expectations or if the brand image is perceived negatively, it can lead to decreased customer satisfaction and, ultimately, a loss of loyalty.

Thus, the core problem is to investigate the intricate interplay between product quality and brand image on customer satisfaction, along with the downstream effects of these factors on customer loyalty within a Muslim fashion company in Bandung. By addressing these questions, the research aims to provide valuable insights that can inform strategies to enhance not only the quality and image of products but also to cultivate a loyal customer base. This understanding will enable the company to strengthen its market position and foster long-term success in the increasingly competitive landscape of the Muslim fashion industry.

METHOD

This research employs a survey type methodology, where information is gathered from respondents through the use of questionnaires. The survey entails collecting data

using instruments such as questionnaires or interviews to obtain responses from participants. A quantitative approach is utilized, specifically an associative causal research design aimed at revealing the cause-and-effect relationships between two or more variables.

The population for this study consists of customers from a Muslim fashion company in Bandung, with an average of 1,200 customers per month, translating to approximately 40 customers daily. The sample for this research will be drawn from a homogeneous population; thus, probability sampling techniques will be employed, specifically cluster random sampling, resulting in a total of 100 respondents.

For data testing methods, validity testing is crucial to determine how accurately a measurement tool performs its intended function. A highly valid measurement instrument implies a low variance error, which assures that the collected data are trustworthy. Reliability testing assesses the degree to which the measurements are free from random errors and therefore yield consistent results. Reliability tests will be conducted on questions or statements that have already been validated.

Descriptive analysis techniques will be employed to describe the research variables. To gauge the extent of influence from each sub-variable within the study, multiple linear regression analysis will be applied, followed by path analysis. This methodology enables a comprehensive understanding of the relationships between variables, facilitating an analysis of how product quality and brand image impact customer satisfaction and, subsequently,

customer loyalty in the context of the Muslim fashion industry.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study can be illustrated through their demographic profile. The majority of the respondents are female, situated within the productive age range of 31 to 40 years. They possess a higher education level, specifically holding bachelor's degrees (S1), and occupy managerial positions with relatively lengthy work experience of 6 to 10 years.

This profile indicates that the respondents have a well-rounded educational and professional background, which enables them to form informed perceptions regarding product quality, brand image, customer satisfaction, and loyalty. Their experience in the workplace likely provides them with insights into industry standards and expectations, allowing them to evaluate these factors with a critical and knowledgeable perspective.

Moreover, being in managerial roles suggests that they have substantial responsibilities, which may influence their expectations and evaluations of the products they encounter. As a result, their views on quality and brand image are likely shaped not only by personal preferences but also by the professional standards they adhere to in their respective positions. This background offers a rich context for understanding how their perceptions might impact their levels of satisfaction and loyalty towards the products in question.

Table 1. Validity and Reliability Testing

Product Quality		Brand Image		Customer Satisfaction		Customer Loyalty	
Item	r	Item	r	Item	r	Item	r
1	0.703	1	0.472	1	0.551	1	0.649
2	0.554	2	0.652	2	0.570	2	0.676
3	0.630	3	0.752	3	0.516	3	0.750
4	0.551	4	0.816	4	0.872	4	0.688
5	0.462	5	0.816	5	0.818	5	0.880
6	0.548	6	0.604	6	0.716	6	0.783
7	0.594	7	0.764	7	0.747	7	0.750
8	0.758	8	0.807	8	0.515	8	0.598
9	0.681	9	0.456	9	0.651	9	0.568
10	0.690	10	0.792	10	0.304	10	0.732
11	0.414	11	0.806	11	0.516	11	0.337
12	0.590	12	0.540	12	0.427	12	0.432
13	0.628	13	0.845	13	0.308	13	0.644
14	0.642	14	0.765	14	0.473	14	0.619
15	0.439	15	0.752	15	0.841	15	0.738
16	0.368	15	0.744	16	0.815	16	0.725
Cronbach Alpha							
X1	0,907						
X2	0,942						
Y	0,927						
Z	0,960						

From Table 1, the variables of product quality, brand image, customer satisfaction, and customer loyalty each feature 16 statement items with values exceeding 0.30, indicating that all items are valid. Therefore, the questionnaire is deemed suitable for use as a data collection tool in this research.

The results of the reliability test (Cronbach Alpha) indicate that all variables fall within the reliable category, as their scores are greater than 0.70. This suggests that the research instruments

used for each variable are reliable and truly function as effective measurement tools. Moreover, these instruments exhibit a high level of stability. This means that if the measurements are conducted repeatedly, the results from these instruments are expected to yield consistent outcomes. Thus, the validity and reliability of the questionnaire establish it as a robust tool for this study, ensuring accuracy and dependability in the data collected.

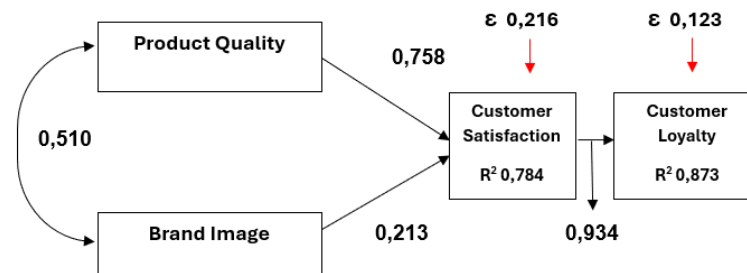


Figure 1. Path diagram of Product Quality and Brand Image variables on Customer Satisfaction and their implications for Customer Loyalty

Table 2. Direct influence and indirect influence Independent variable to dependent variable

Variable	Direct	Indirect			Total
		X ₁	X ₂	Total	
Product Quality	0.574	-	0.082	0,082	0.656
Brand Image	0.046	0.082	-	0,082	0.128
Customer Satisfaction					0,784
Customer Loyalty					0,873

Based on the table above, it is evident that the variable of Product Quality has a direct influence of 57.40% and an indirect influence through its relationship with Brand Image of 8.20%, giving it a total influence of 65.60%. Meanwhile, the Brand Image variable exhibits a direct influence of 4.60% and an indirect influence through its connection with Product Quality of 8.20%, resulting in a total influence of 12.80%.

The calculation of the coefficient of determination, expressed as a percentage, illustrates the contribution of all independent variables—Product Quality and Brand Image—toward determining the variation in Customer Satisfaction, which stands at 78.40%. This

indicates a strong relationship where these variables play a significant role in shaping customer satisfaction.

Additionally, other factors not examined in this study that also impact Customer Loyalty for a Muslim fashion company in Bandung are represented by the value $\epsilon = 0.216$, or 21.60%. When analyzing the influence of Customer Satisfaction on Customer Loyalty, the coefficient is 0.873, accounting for 87.30%, with an epsilon of 12.70%.

The coefficient of determination highlights that Product Quality and Brand Image contribute markedly to Customer Satisfaction, with a significant portion of the variation explained by these factors. This quantitative analysis

underlines the critical need for companies in the Muslim fashion sector to prioritize these areas to enhance customer satisfaction and, ultimately, loyalty.

Other factors not investigated in this study that influence Customer Loyalty at a Muslim fashion company in Bandung are indicated by the value $PyC = 0.216$, or 21.60%. In this research, Product Quality emerges as the variable with the most significant contribution compared to Brand Image.

Consumer satisfaction occurs when a company meets the needs, desires, and expectations of its customers. It is the result of a comparison between customer expectations and actual performance. When expectations exceed performance, customers will be dissatisfied. This relationship between expectations and performance is closely tied to the goods or services consumed by a customer.

Before consuming a product or service, customers typically have certain expectations regarding its performance. These expectations are formed based on previous experiences, marketing communications, and personal beliefs. Once the product or service is consumed, customers assess the actual performance against their initial expectations. This evaluation process determines their level of satisfaction.

Ultimately, the findings underscore the importance of delivering high-quality products to fulfill customers' expectations, which can significantly foster loyalty. Companies must be attentive to both product quality and the overall customer experience to avoid gaps between expectations and actual performance, ensuring

that they build lasting relationships with their customers.

The findings of the research indicate a significant influence of Product Quality and Brand Image on Customer Satisfaction within the context of the Muslim fashion industry. This relationship aligns with the findings of Ali et al. (2021), who explored the antecedents of halal brand product purchase intention, establishing that product quality is a crucial determinant of consumer behavior. In their study, the authors emphasized that when customers perceive high quality in halal products, their purchasing intentions and overall satisfaction increase markedly.

Similarly, the research by Mardhatillah (2020) supports the notion that brand image plays a pivotal role in shaping customers' intentions to purchase Muslim fashion online. The strong image of a brand enhances consumers' confidence and trust, which inherently contributes to their satisfaction levels. When customers perceive a brand positively, they are more likely to associate it with quality, reliability, and value, all of which directly impact their satisfaction with the products purchased.

This discussion highlights that both Product Quality and Brand Image are instrumental in fostering Customer Satisfaction. Companies that prioritize high-quality offerings and actively cultivate a positive brand image can significantly enhance customer experiences. In a competitive market, particularly in the Muslim fashion sector, focusing on these two factors is essential for achieving customer loyalty and generating repeat purchases.

Moreover, the interplay between Product Quality and Brand Image suggests that businesses should not only aim to produce exceptional products but also invest in marketing strategies that promote a strong, favorable image. By doing so, they can create an environment where customer expectations are met or exceeded, leading to higher satisfaction and, ultimately, enhanced brand loyalty. Thus, the integration of these elements into strategic planning is crucial for any organization looking to thrive in the dynamic landscape of the Muslim fashion industry.

Customer expectations are dynamic, evolving over time and influenced by various factors. As a result, the performance of goods and services must also adapt to meet or exceed these changing expectations if businesses wish to achieve customer satisfaction. One effective strategy for attracting customers is to prioritize brand image and product quality, both of which serve as crucial drivers of satisfaction and play a significant role in determining customer loyalty.

A strong brand image coupled with reliable product quality is essential to a successful marketing strategy. When a brand resonates positively with consumers and consistently delivers high-quality products, it can significantly enhance customer relationships and encourage repeat purchases. Companies that recognize the importance of these elements are better positioned to identify and fulfill customer needs and desires, fostering long-term loyalty.

To effectively implement this strategy, businesses must be attentive to customer feedback and market trends, allowing them to adjust their offerings accordingly. Establishing a

favorable brand image can facilitate the purchasing process, making customers more inclined to choose specific products that align with their expectations. By doing so, companies can create a positive cycle where satisfied customers become loyal advocates, further driving sales growth.

Ultimately, the successful integration of brand image and product quality into a cohesive business strategy is crucial for any company striving for excellence in customer satisfaction. Meeting and exceeding customer expectations not only enhances individual purchasing experiences but also builds a solid foundation for sustained business success. In this competitive landscape, organizations must remain agile and responsive to customer demands to maintain relevance and foster lasting connections.

Similarly, product quality is paramount; the offerings must possess high quality and align with customer preferences. Both brand image and product quality are among the most influential factors affecting customer satisfaction. A strong brand image often serves as a key reason for customers to choose a particular product, while the quality of the product itself is crucial in delivering satisfaction and comfort to the customer.

When customers associate a brand with positive attributes, they are more likely to engage with it. However, this initial interest must be supported by the actual quality of the product; only when the product lives up to the expectations created by the brand image can true satisfaction be achieved. High-quality products not only meet customer needs but also enhance

their overall experience, fostering a sense of trust and reliability with the brand.

In essence, there is an intricate relationship between brand image and product quality. Together, they form a cornerstone of customer satisfaction. Thus, companies must strive to cultivate a positive brand image while ensuring the quality of their offerings meets and exceeds customer expectations. This dual focus is essential for building lasting customer relationships and ensuring ongoing loyalty in a competitive marketplace. The findings of the research indicate a significant influence of Product Quality and Brand Image on Customer Satisfaction within the context of the Muslim fashion industry. This relationship aligns with the findings of Ali et al. (2021), who explored the antecedents of halal brand product purchase intention, establishing that product quality is a crucial determinant of consumer behavior. In their study, the authors emphasized that when customers perceive high quality in halal products, their purchasing intentions and overall satisfaction increase markedly.

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The research conducted by Rahayu, Rahman, Manik, Arisandy, and Sidharta (2023) reveals a significant relationship between price and service quality in relation to customer satisfaction. Their findings indicate that both price and service quality serve as mediators that influence customer satisfaction.

Specifically, the study highlights how customers evaluate their satisfaction based not only on the price they pay but also on the perceived quality of service received. When customers perceive a fair price alongside high-quality service, their satisfaction levels tend to increase. Conversely, if the price is perceived as too high or the quality of service falls short of expectations, this can lead to dissatisfaction.

Zainudin, Haji Hasan, and Othman (2020) explored the dynamics between halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia, revealing that higher levels of satisfaction directly correlate with increased loyalty towards brands. Their research emphasizes that when consumers feel satisfied with their purchases, they are more inclined to exhibit loyalty, repeatedly choosing the same brand over competitors.

Similarly, Alanadoly and Salem (2022) further substantiate this connection by examining the hijabista community's willingness to accept premium pricing for hijab fashion brands. Their study indicates that satisfaction derived from the interplay of social and self-identity factors significantly enhances customer loyalty. When consumers are emotionally and socially satisfied with a product—particularly in niche markets like hijab fashion—they are more likely to remain loyal to the brand, even when faced with higher prices.

These findings suggest a clear and compelling link between Customer Satisfaction and Customer Loyalty. Satisfied customers are not only more likely to return but also to advocate for the brand within their social circles, creating a positive feedback loop that enhances brand reputation and drives sales.

To build and maintain loyalty, companies must ensure that they consistently meet customer expectations and provide value. This requires ongoing efforts to understand customer needs, actively seek feedback, and make necessary adjustments to products and services. As the research indicates, the satisfaction that customers attribute to their experiences directly impacts

their loyalty, making it essential for brands, especially in the context of modest fashion, to prioritize customer satisfaction as a foundational goal.

CONCLUSION

This research demonstrates a significant influence of Product Quality and Brand Image on Customer Satisfaction, as well as the crucial role of Customer Satisfaction in fostering Customer Loyalty. The findings indicate that when customers perceive high-quality products and a strong brand image, their overall satisfaction increases. This, in turn, enhances their loyalty to the brand, creating a positive cycle that can lead to sustained business success in the competitive Muslim fashion industry.

The implications of these findings are clear for businesses operating in this sector: by investing in product quality and developing a solid brand image, companies can effectively enhance customer satisfaction, which is fundamental to fostering loyalty. This insight is particularly valuable for brands aiming to differentiate themselves in a crowded market, where consumer preferences are increasingly influenced by quality and brand perception.

However, there are limitations to this study that should be acknowledged. The research relied solely on a survey-based approach with a focus on consumers of Muslim fashion, which may not fully capture the broader dynamics at play in other consumer segments or industries. Additionally, the fixed nature of survey responses may not reflect the evolving nature of customer expectations and satisfaction,

suggesting a need for more dynamic or qualitative research methods in future studies.

For future research, it would be beneficial to expand the scope beyond the Muslim fashion consumer base to include a more diverse group of respondents. This could provide a more comprehensive understanding of how product quality and brand image affect customer satisfaction and loyalty across different demographics and consumer segments. Exploring other methodologies, such as in-depth interviews or focus groups, could also yield richer insights into the nuances of customer experiences and expectations in the fashion industry. By addressing these considerations, future studies can build upon the findings of this research and further contribute to the understanding of customer behavior in the fashion market.

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