

# **THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, BRAND TRUST ON CUSTOMER SATISFACTION AND LOYALTY**

I GstNgr Arya WigunaMaha Diputra<sup>1</sup>, Ni NyomanKerti Yasa<sup>2</sup>

<sup>1,2</sup>*Master of Management Study Program, Faculty of Economics and Business, Udayana University, Bali, Indonesia*

**ABSTRACT:***This study aims to examine and explain the effect of product quality, brand image, brand trust on customer satisfaction, and loyalty of Samsung brand smartphones in Denpasar. The number of respondents in this study was 185 respondents, all respondents are people who live in Denpasar City who has ever purchased and used a Samsung smartphone. The sampling technique in this study was purposive sampling. The data from filling out the questionnaire were then analyzed using path analysis techniques using SEM (Structural Equation Modeling) with the help of the AMOS program. Based on the analysis in this study obtained some conclusions that product quality has a positive and significant effect on brand image, brand trust and customer satisfaction, brand image and brand trust has a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on customer loyalty. The implications of the results of this study indicate that product quality is found to be the main factor in increasing customer satisfaction so that it leads to a sense of customer loyalty. This shows that the better the product quality, the higher the loyalty of customers to buy and use Samsung brand smartphones in Denpasar City..*

**KEYWORDS** -*Product quality, brand image, brand trust, customer satisfaction, and customer loyalty.*

## **I. INTRODUCTION**

The development of increasingly advanced technology makes electronic and telecommunication tools more sophisticated, one of which is communication devices, namely the Samsung brand smartphone. Currently, Samsung is one of the most respected android-based smartphone manufacturers because it controls most of the world's smartphone market share. However, currently there are many smartphone brands on the market, so the competition between brands in the market is getting tighter. Based on the results of interviews with several smartphone sales stores in Denpasar, the results show that Samsung smartphone sales are experiencing a decline this year.

According to him, the reason why Samsung smartphone sales have decreased is that there are currently many Android smartphone brands that have entered and offer low prices and features similar to Samsung smartphones. This is a consideration for customers to switch to this brand, which offers cheaper prices and features that are almost the same as Samsung smartphones. The problem that arises in this study is the decreased sense of customer satisfaction with Samsung smartphones, as illustrated in the previous explanation due to the increasing number of Samsung competitors, who are also expanding to the Android smartphone business at low prices, thus making Samsung smartphone customers switch to competing brands. The level of customer satisfaction that has begun to decline must be used as input to increase customer loyalty for Samsung smartphones in order to win the competition. The way to increase customer satisfaction is to make improvements to product quality.

The quality of Samsung smartphone products that meet customer expectations will provide a perception of the brand image and brand trust of the products that have been used, so that brand image and brand trust will affect customer satisfaction. Where general customer satisfaction will form a loyal attitude from customers towards the Samsung smartphone product. Customer loyalty can form the basis for the development of a sustainable competitive advantage through marketing efforts. Success in marketing is indicated by the large volume of product purchases by customers. The level of sales of a company's products can be influenced by several things, including product quality, brand image, brand trust, and customer satisfaction with a product used (Wantara & Tambrin, 2019). Customer satisfaction and loyalty are the top priority for the success and excellence of the company. Customer satisfaction has a positive and significant effect in forming customer loyalty. Satisfaction is a problem that concerns a company. In an effort to meet customer satisfaction, companies must be able to provide the best quality products (Khadka & Maharjan, 2017). Based on this story, this study has the aim of explaining the effect of product quality, brand image, brand trust on customer satisfaction, and loyalty of Samsung brand smartphones in Denpasar..

**II. LITERATURE REVIEW, HYPOTHESIS DEVELOPMENT, RESEARCH CONCEPT FRAMEWORK**

Product quality is an important factor in business management, both in the academic and commercial fields (Chou et al., 2010). According to Hanaysha & Hilman (2014) who examined the effect of product quality on brand image, they found significant results in research on the automotive industry. Furthermore, Ming et al. (2011) states that perceived quality improves brand image in research on Fast Food Brand Equity Development. Based on empirical studies, the following hypotheses can be formulated:

H<sub>1</sub> : Product quality has a positive and significant effect on brand image.

Wang et al. (2012) in their research examining the effect of product quality on customer trust, obtained positive and significant results for organic food in Taiwan. Then in the research of Chandio et al. (2015) in their research, found positive and significant results between service quality and brand trust. Another study of one hospital in India found that the perceived quality of service would lead to a sense of trust in the brand (Kumar, 2013). Likewise Dewi and Yasa (2019), in their research conducted in the banking sector, stated that the perception of quality has a positive and significant effect on brand image. Based on empirical studies, the following hypotheses can be formulated:

H<sub>2</sub> : Product quality has a positive and significant effect on brand trust.

Better product quality maintains a high level of customer satisfaction, which encourages customers to make purchases in the future (Djumarno et al. (2018). Jahanshahi et al. (2011) stated that product quality is also one of the elements that shape customer loyalty. (2009) in their research that examines the effect of product quality on customer satisfaction, it has positive and significant results for customers of Bank Mandiri, East Java branch. Then Saidani (2012) also suggested the same thing in a study conducted in Jakarta which found the results of the product quality of Ranch Market retail goods affected visitor satisfaction at the retail store. Based on empirical studies, the following hypotheses can be formulated:

H<sub>3</sub> : Product quality has a positive and significant effect on customer satisfaction.

Mohammed & Rashid (2018) concluded that brand image has a positive and significant effect on customer satisfaction, where the research was conducted on the hotel industry in Malaysia. Research in China on branded hotels examines the effect of the image of hotel workers or resources having a positive and significant impact on customer satisfaction (Cheung, 2014). Then, Ayuni et al., (2015) also found that brand image has a positive and significant effect on customer satisfaction in their research on Islamic banking. Based on empirical studies, the following hypotheses can be formulated:

H<sub>4</sub> : Brand image has a positive and significant effect on customer satisfaction.

Delgado et al. (2003) define brand trust as the expectations or expectations of customers, with the belief in the reliability and intentions of a brand in situations that involve risks to customers. Kundu & Datta (2018) concluded that trust is an important contributing factor to service quality and customer satisfaction. In online shopping research in Greece that found positive and significant results on the effect of brand trust on customer satisfaction (Pappas et al., 2014). Based on empirical studies, the following hypotheses can be formulated:

H<sub>5</sub> : Brand trust has a positive and significant effect on customer satisfaction.

Lovelock et al. (2011) argue that customers who are very satisfied or even like the service tend to be loyal supporters of the company and spread positive news. Another explanation is also explained by Ganiyu's research (2017), which shows that customer satisfaction has a positive and significant effect on brand loyalty. Tuu et al. (2011) define customer loyalty as a cumulative construction that includes consumption and expected consumption measures. Then Kurniawati (2014) found positive and significant results between customer loyalty variables which are influenced by customer satisfaction variables in KFC products at the Kawi branch of Malang. Clemes et al. (2013) in their research on global communication marketing in New Zealand that customer loyalty is built on customer satisfaction. Permada and Yasa (2018) state that e-satisfaction has a positive and significant effect on e-loyalty. Furthermore, Rasmiati and Yasa (2019), in their research in the supermarket retail sector, showed that customer satisfaction has a positive and significant effect on customer loyalty. Based on empirical studies, the following hypotheses can be formulated:

H<sub>6</sub> : Customer satisfaction has a positive and significant effect on customer loyalty

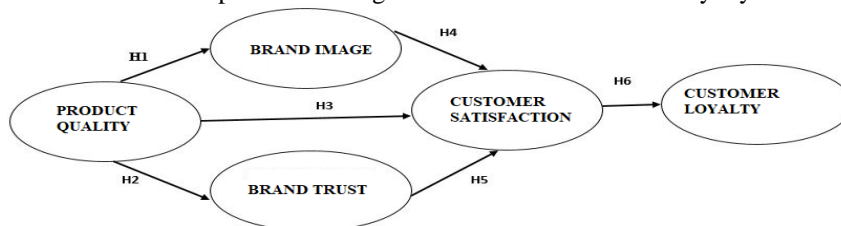


Figure 1.  
Research Conceptual Framework

**III. RESEARCH METHODS**

This research was conducted by collecting data through a survey on Samsung smartphone customers in Denpasar City. Data collection was carried out at once in one stage through a questionnaire. The scope of this research is people in Denpasar City who have used and made purchases of Samsung brand smartphone products. The population in this study are all people who live in Denpasar City who have used the Samsung brand smartphone. In this study, the research sample is a group of research subjects drawn from the population. The criteria in selecting samples are people who have used and bought Samsung smartphone products and live in Denpasar City. The sampling technique in this study used nonprobability sampling. The Nonprobability Sampling Technique Approach in this study was purposive sampling. This study uses 18 indicators and the size of the sample taken is 185 samples.

The type of data used in this study is the primary data type with the results of filling out a questionnaire by respondents using google form. The questionnaire is filled out by respondents who meet the predetermined sample criteria. This study uses a questionnaire as an instrument in collecting data from respondents. The questionnaire contains a number of items consisting of questions about the identity of the respondent and items of statements about research variables that must be answered by the respondent. Data collection using a questionnaire with data measurement using a five-level Likert scale. Testing instruments using validity and reliability tests. Furthermore, the data were analyzed using path analysis with SEM (Structural Equation Modeling).

**IV. RESULT AND DISCUSSION**

**4.1 Research Instrument Testing**

**4.1.1 Validity test**

To An indicator can be said to be valid if the Pearson Correlation value on each variable is above 0.3 with a significance below 0.05. The validity test was conducted using 30 respondents. Table 1 can be seen that all indicators in each variable are declared valid. The results shown in the validity test table above are satisfactory. The value in the table is above the r table, which is equal to 0.463, so all of these indicators are valid.

**Table 1  
Variable Validity Test**

Variable	Measurement Items	Total Item Correlation	Explanation
Product Quality (X <sub>1</sub> )	X <sub>1.1</sub>	0,955	Valid
	X <sub>1.2</sub>	0,912	Valid
	X <sub>1.3</sub>	0,888	Valid
	X <sub>1.4</sub>	0,904	Valid
	X <sub>1.5</sub>	0,969	Valid
	X <sub>1.6</sub>	0,916	Valid
Brand Image (X <sub>2</sub> )	X <sub>2.1</sub>	0,888	Valid
	X <sub>2.2</sub>	0,905	Valid
	X <sub>2.3</sub>	0,908	Valid
Brand Trust (X <sub>3</sub> )	X <sub>3.1</sub>	0,965	Valid
	X <sub>3.2</sub>	0,941	Valid
	X <sub>3.3</sub>	0,909	Valid
Customer satisfaction (Y <sub>1</sub> )	Y <sub>1.1</sub>	0,938	Valid
	Y <sub>1.2</sub>	0,978	Valid
	Y <sub>1.3</sub>	0,941	Valid

	Y <sub>2.1</sub>	0,932	Valid
Customer loyalty (Y <sub>2</sub> )	Y <sub>2.2</sub>	0,950	Valid
	Y <sub>2.3</sub>	0,939	Valid

Source: Processed Data, 2020

**4.1.2 Reliability Test**

The limit value of reliability using Cronbach's Alpha that has been defined is 0.60 with a 95% confidence level. The following in Table 2 is presented the measure of the reliability of the variables contained in the study.

**Table 2 - Variable Reliability Test**

Variable	Cronbach's Alpha	Explanation
Product quality	0,961	Reliable
Customer Satisfaction	0,882	Reliable
Brand Image	0,927	Reliable
Brand Trust	0,946	Reliable
Customer loyalty	0,921	Reliable

Source: Processed Data, 2020

The results shown in the Reliability test table above are quite satisfactory. The value in the table has been above the predetermined standard Cronbach's Alpha value, which is above 0.60 so that all of these variables are reliable.

**4.2 Respondent Characteristics**

Characteristics of research respondents are described by presenting their characteristics based on gender, age, education, and occupation. In detail, the characteristics of the respondents are presented in Table 3.

**Table 3 Respondent Characteristics**

No.	Variable	Classification	Total (People)	Percentage (%)
1.	Gender	Male	86	46,5
		Female	99	53,5
<b>Total</b>			<b>185</b>	<b>100</b>
2.	Age	18 – 22 Years	14	7,6
		23 – 27 Years	117	63,2
		28 – 32 Years	44	23,8
		33 – 37 Years	6	3,2
		38 – 42 Years	4	2,2
<b>Total</b>			<b>185</b>	<b>100</b>
3.	Education	High school	21	11,4
		Diploma	28	15,1
		Bachelor	97	52,4
		Postgraduate	39	21,1
<b>Total</b>			<b>185</b>	<b>100</b>
4.	Profession	General employees	102	55,1
		Civil servants	10	5,4
		Entrepreneur	55	29,7
		Student	18	9,7
<b>Total</b>			<b>185</b>	<b>100</b>

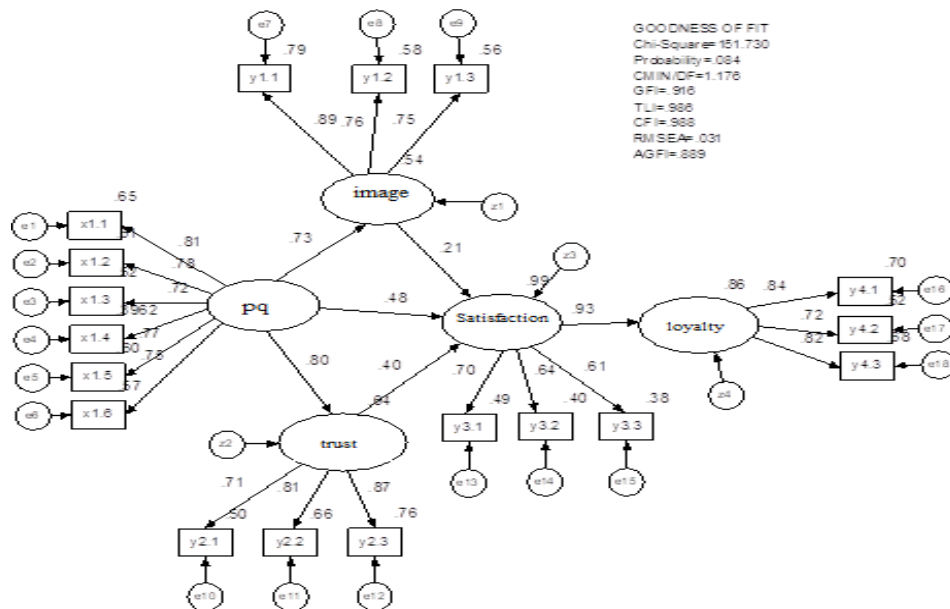
Source: Processed Data, 2020

Based on Table 3, it can be explained that the respondents with male gender are as many as 86 people and female as many as 99 people, it can be said that this study is dominated by women. In the age characteristics, the age group 18-22 years were 14 people, the 23-27 year old group was 117 people, the 28-32 years old group was 44 people, the 33-37 age group was 6 people and the 38-42 year old group was 4 people. Respondents based on education were 21 high school education, 28 diploma education, 97 undergraduate

education, and as many as 39 postgraduate education. Respondents based on occupation, as many as 102 private employees, 10 civil servants, 55 entrepreneurs, and 18 students.

**4.3 SEM Analysis Results**

The estimation results of the structural equation model in this study are as shown in Figure 2. The convergent test proves that the indicators are considered capable of explaining the existing constructs and show that all indicators are indeed significantly related to the construct.



**Figure 2.**  
**The Influence of Product Quality, Brand Image, Brand Trust On Customer Satisfaction and Loyalty**

The assumptions that must be met or that become requirements in data collection and processing analyzed using structural equation modeling techniques, include: sample size, data normality, outliers, and multicollinearity and singularity. The results of the univariate and multivariate data normality test in this study are as shown in Table 4. Because one of the criteria has been met, in this case the Skewness Critical Ratio is not outside  $\pm 2.58$ , it can be stated that the data for each variable in This research has a normal distribution.

**Table 4.**  
**Data Normality Test Results**

Variable	min	max	skew	c.r.	kurtosis	c.r.
y3.3	2.000	5.000	-.656	-3.645	-.827	-2.296
y3.2	2.000	5.000	-.621	-3.446	-.914	-2.538
y3.1	1.000	5.000	-1.086	-6.028	.532	1.478
x1.6	1.000	5.000	-1.136	-6.306	.731	2.029
x1.5	1.000	5.000	-1.087	-6.034	.614	1.704
x1.4	1.000	5.000	-1.131	-6.281	.603	1.674
y1.1	1.000	5.000	-.851	-4.725	.173	.480
y1.2	1.000	5.000	-.667	-3.703	-.472	-1.310
y1.3	1.000	5.000	-.463	-2.573	-.666	-1.850
y2.3	2.000	5.000	-.786	-4.364	-.683	-1.895
y4.1	1.000	5.000	-1.097	-6.093	.702	1.948
y4.2	1.000	6.000	-.911	-5.056	.026	.071
y4.3	1.000	5.000	-1.071	-5.948	.811	2.252
y2.2	2.000	5.000	-.944	-5.243	-.347	-.963
y2.1	2.000	5.000	-.862	-4.785	-.358	-.994
x1.3	1.000	5.000	-.724	-4.018	-.294	-.815

**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, BRAND TRUST ON...**

Variable	min	max	skew	c.r.	kurtosis	c.r.
x1.2	1.000	5.000	-1.075	-5.970	.383	1.063
x1.1	1.000	5.000	-1.177	-6.535	.466	1.294
Multivariate					75.016	19.013

Source: Data processed, 2020

The estimation results of regressions weights structural equation models The Effect of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty are presented in Table 5.

**Table 5. Estimation of Regression Weights Model of Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty**

		Estimate Unstandardize	.E.	Estimate Standardize	.R.	
Product quality	--> Trust	0.842	.088	0.800	.587	**
Product quality	--> Brand Image	0.713	.090	0.734	.943	**
Product quality	--> Satisfaction	0.400	.093	0.485	.319	**
Brand Image	--> Satisfaction	0.177	.063	0.208	.805	005
Trust	--> Satisfaction	0.311	.074	0.397	.214	**
Satisfaction	--> Loyalty	1.047	.122	0.928	.587	**

Source: Data processed, 2020

Based on the estimation results of standardized regressions weights in Table 5, it can be seen that the path coefficient of product quality on customer trust is 0.842 with a significance level of 0.000. This shows that there is a significant influence between product quality on trust. The product quality construct has a significant effect on brand image with a path coefficient of 0.713 with a significance value of 0.000. The path coefficient of product quality on satisfaction is 0.400 with a significance level of 0.000. This shows that there is a significant influence between product quality on satisfaction. The brand image construct has a significant effect on satisfaction with a path coefficient of 0.177 with a significance value of 0.005. The confidence path coefficient on satisfaction is 0.311 with a significance level of 0.000. This shows that there is a significant influence between trust and satisfaction. The satisfaction construct has a significant effect on loyalty with a path coefficient of 1.047 with a significance value of 0.000.

Analysis of the direct effect, indirect effect, and total effect of the variables under study aimed to determine the strength of influence between constructs, both direct, indirect and total effects. The results of the AMOS program analysis on the direct effect, indirect effect and total effect of each of the variables studied are as in Table 6.



**Table 6.**  
**Direct Influence, Indirect Influence and Total Influence of Product Quality, Brand Image, Brand Trust, Customer Satisfaction and Loyalty**

Influence Type	Construct	Standardized Estimates
Direct Influence	Product Quality → Brand Image	0,734
	Product Quality → Trust	0,800
	Product Quality → Satisfaction	0,485
	Brand Image → Satisfaction	0,208
	Trust → Satisfaction	0,397
	Satisfaction → Loyalty	0,928
Indirect Influence	Product Quality → Satisfaction → Loyalty	0,470
Total Influence	Product Quality → Brand Image	0,734
	Product Quality → Trust	0,800
	Product Quality → Satisfaction	0,955
	Brand Image → Satisfaction	0,208
	Trust → Satisfaction	0,397
	Satisfaction → Loyalty	0,928

Source: Data processed, 2020

**4.4 Discussion**

**4.4.1 Product quality on brand image**

The results of the above research show that product quality has a positive and significant effect on brand image. This means that the better the product quality, the better the customer perception of the brand image of Samsung smartphone products. The results of this study were supported by Situmorang et al. (2017), product quality proved to have a positive and significant effect on brand image in POND'S brand beauty products. Another research conducted on Bata shoe products in Semarang showed that the variable product quality had a positive and significant influence on the variables (Rosady, 2018). From the research results, Darmaja et al. (2018) also revealed the results which showed that product quality had a positive and significant effect on the KFC brand image. Product quality is one of the factors that companies must pay attention to in improving the brand image of a product. Brand image means an image of a product in the minds of consumers en masse, if the quality of the product is always improved by the company, the brand image of the product over time will always increase.

**4.4.2 Product quality on brand trust**

The results of the above research show that product quality has a positive and significant effect on brand trust. This means that the better the product quality, the better the customer's brand trust in Samsung smartphone products. Some literature that has examined the relationship between these variables, however, is done on different products such as, Wang et al. (2012) in Taiwan conducted a study on the trust in the quality of organic food products and the result was a significant positive influence on product quality, on the other hand, the quality of service at least or not also contributed to the influence of customer trust. This is evidenced by research, Chandio et al. (2015) in this cross-sectional study found positive results between the correlation of service quality and brand trust. Another study of one hospital in India found that the perceived quality of service would lead to a sense of trust in the brand (Kumar, 2013). The perceived quality of consuming a product. Will lead to a perception of the product, so as to create a separate perception of a product. Trust also means someone's belief that they will find what they want from a product, not the other way around (Delgado and Munuera, 2005).

**4.4.3 Product quality on customer satisfaction**

The results of the above research show that product quality has a positive and significant effect on satisfaction. This means that the better the product quality, the higher customer satisfaction with Samsung smartphone products. The results of this study are supported by Afnina et.al. (2018), that product quality has a positive and significant effect on customer satisfaction. Other research conducted at Brawijaya University states that product quality has a positive and significant effect on satisfaction (Gaol et.al., 2016).

Based on the results of the study, it can be concluded that the level of consumer satisfaction will be created by the quality of the existing products on Samsung smartphones. So that consumers can create feelings of satisfaction or dissatisfaction with Samsung smartphones. Satisfaction depends on the quality of the

company's products, because if the higher the level of product quality, the higher the level of customer satisfaction that is produced. Because the role of product quality really determines the desires of these consumers so that with product quality a separate satisfaction for consumers will be achieved.

#### **4.4.4 Brand image on customer satisfaction**

The results of the above research show that brand image has a positive and significant effect on customer satisfaction. This means that the better the brand image, the higher customer satisfaction with Samsung smartphone products. The results of this study are supported by Sondakh (2014), brand image has a positive and significant effect on satisfaction. Another study conducted on consumers of Muslim clothing products in Malaysia showed that the brand image variable has a positive and significant effect on customer satisfaction (Yana et al., 2015). The same research results were also obtained by Savitri et al. (2018) stated that brand image has a positive and significant effect on customer satisfaction on Oriflame products. Consumers are satisfied with the products purchased in accordance with what they want and expect from consumers.

#### **4.4.5 Trust on customer satisfaction**

The results of the above research show that trust has a positive and significant effect on satisfaction. This means that the higher the trust, the higher customer satisfaction with Samsung smartphone products. According to research conducted by Pappas et al. (2014) stated that trust has a positive and significant effect on customer satisfaction. Research that identifies trust as an important contributing factor to customer satisfaction service quality. Trust is considered an important element and consumer perception of the brand and company. Customer satisfaction with a brand that has been used, of course, can grow if the brand has met its expectations and needs (Kundu & Datta, 2018).

#### **4.4.6 Satisfaction on customer loyalty**

The results of the above research show that satisfaction has a positive and significant effect on loyalty. This means that the higher the satisfaction, the higher customer loyalty to Samsung smartphone products. The results of this study are supported by research conducted by Kurniawati (2014) found the results of customer satisfaction effect on brand loyalty, customer loyalty variables are influenced by customer satisfaction variables on product KFC Kawi Malang branch. Tuu et al. (2011) define customer loyalty as a cumulative construct including measures of consumption and expected consumption. Research conducted by Ganiyu (2017) shows that satisfaction affects customer loyalty. The emergence of customer loyalty is largely determined by customer satisfaction after using a certain product, loyalty to the product, in this case the Samsung smartphone product, is expected by customers who have used it to make repeat purchases or tell positive things about the product.

## **V. CONCLUSION**

Based on the analysis and discussion that has been stated, the following conclusions and research results are obtained: (1) Product quality has a positive and significant effect on brand image. This means that the better the product quality, the better the customer perception of the brand image of Samsung smartphone products. (2) Product quality has a positive and significant effect on brand trust. This means that the better the product quality, the higher the customer's brand trust in Samsung smartphone products. (3) Product quality has a positive and significant effect on customer satisfaction. This means that the better the product quality, the higher customer satisfaction with Samsung smartphone products. (4) Brand image has a positive and significant effect on satisfaction. This means that the better the brand image, the higher customer satisfaction with Samsung smartphone products. (5) Trust has a positive and significant effect on customer satisfaction. This means that the higher the trust, the higher customer satisfaction with Samsung smartphone products. (6) Satisfaction has a positive and significant effect on customer loyalty. This means that the higher the satisfaction, the higher customer loyalty to Samsung smartphone products.

The results of this study are expected to contribute to the development of theories and concepts about consumer behavior in creating customer satisfaction so as to create consumer loyalty. The empirical findings of this study have implications for the theory of consumer behavior, the variables of product quality, brand image, trust have a positive and significant effect on customer satisfaction and increase consumer loyalty. The results of this study are empirical evidence for future research and are able to enrich the development of marketing management science related to product quality, brand image, trust, satisfaction, and loyalty. This research can also be used as input to the Samsung company to pay attention to product quality factors in order to build brand image, brand trust, customer satisfaction, and loyalty.



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*\*Corresponding Author: I GstNgr Arya WigunaMaha Diputra<sup>1</sup>*

*<sup>1</sup>(Master of Management Study Program, Faculty of Economics and Business, Udayana University, Bali, Indonesia)*