

# DIGITAL MARKETING AND PRODUCT QUALITY ON CONSUMER LOYALTY OF EMBROIDERY AND EMBROIDERY PRODUCTS

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## Abstract

This study intends to examine the mediating effect of consumer satisfaction on the influence of digital marketing and product quality on consumer loyalty. We distributed 100 questionnaires and all of them were returned and usable. The hypothesis was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) which managed to reveal that digital marketing and product quality have a positive and significant effect on customer satisfaction; digital marketing, product quality and customer satisfaction have a positive and significant effect on customer satisfaction. These findings illustrate that consumer satisfaction has a positive and significant mediating effect on the effect of digital marketing and product quality on consumer loyalty. This study intends to identify consumer loyalty and its determinants in UMKM actors in Bukittinggi. This is because there were only a few previous studies on embroidery and embroidery UMKM actors, Therefore, this study offers a theoretical basis for further studies and practical implications for business actors.

**Keywords:** Digital Marketing, Product Quality, Consumer Satisfaction, Consumer Loyalty, UMKM



## INTRODUCTION

Entering the post-pandemic New Normal Era, Indonesia's economic recovery is still being carried out. The pandemic in early 2020 caused the economic performance of countries around the world including Indonesia to decline. At the beginning of the first quarter of 2020 the growth rate only reached 2.97% and decreased significantly in the second quarter of 2020 with a growth of minus 5.32% (Central Bureau of Statistics, 2021). The UMKM sector is one of the sectors affected by the Covid-19 pandemic (Susanti et al., 2022). The impact felt by business actors or companies is a decrease in purchasing power or consumer buying interest in products, a decrease in profits and even some companies have lost money due to the pandemic (Arif and Syahputri, 2021). In the study by Kurnia and Rifani (2020) stated that there was a change in purchasing behavior due to the Covid-19 pandemic. Consumers make more purchases online than offline. This also affects the sales of UMKM players. Another impact is that the number of workers who have lost their jobs has increased (Pakpahan, 2020).

The research concluded that in order to survive and develop business in the new normal era, UMKM actors must take advantage of the convenience of accessing the internet that exists today, but according to Novita et al. (2022) the ease of accessing the internet has not reached the maximum for UMKMs. This is

because not all regions have internet access and there are still many UMKMs who do not understand technology and digital marketing strategies. Yet according to Sukarnoto et al. (2021) technological developments are basically able to make the link between producers and consumers closer, conversely if business actors are not prepared the worst risk is that they will lose consumers. Thus, the reasons why UMKMs need to make changes to marketing strategies using digital marketing are getting stronger, as stated by Lye and Santoso (2021) that digital marketing communication models can speed up the process of delivering information to customers. Sudaryo et al., (2020) stated that digital marketing plays a very important role in reaching consumers in a timely, personal and relevant manner. Digital marketing services allow companies or business actors to interact intensely with consumers which builds positive relationships for personalization levels and at the same time reduces costs proportionally. This service can also be accessed by displaying new information including brands, time to buy products and use them (Ilyas et al., 2021).

The use of digital marketing affects consumer satisfaction because it provides basic benefits to consumers such as obtaining information about products provided in the form of social networks (Hilton et al., 2022). The use of digital marketing makes it easier for consumers to find out about the





products and services offered. Consumers will feel that their expectations are met by buying products from business actors after easily recognizing the products offered through digital marketing. Consumers will also find it easier to recognize products or services so they want to recommend them to others.

According to Adam et al. (2020) the way consumers think about products and brands can be influenced by brand recognition through social media platforms which in turn affects satisfaction. In addition, digital marketing can also affect loyalty (Tobing et al., 2021; Ayuni et al., 2019; Kotler et al., 2017). Research (Adam et al., 2020) states that using the internet and online media provides interactional and transactional benefits. Online media makes a positive contribution to increasing consumer loyalty. Digital marketing helps businesses tell about their product designs, what services they provide and the latest products they have. Thus, consumers can better understand the product, and direct consumers to the loyalty stage.

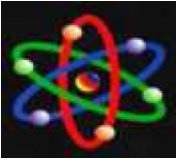
Product quality is another important factor that must be considered by business actors when selling a product because a product is said to have good/bad quality from the point of view of the consumer, not the producer. Product quality is one of the spearheads in achieving consumer satisfaction levels. According to Mooradian et al. (2014), consumers will pay more for goods and services that have higher quality. Business

actors must maintain the quality of their products and improve quality so that the products they sell are much better than what consumers expect (Timo et al., 2019). In the research by Hilaliyah et al. (2017), Kotler stated that in increasing competition business actors must also provide and produce the best products and be able to meet consumer tastes that continue to grow and change.

Rua et al. (2020) proved that there is a positive influence between product quality on consumer satisfaction, which means that when companies or business actors improve the quality of their products, it will increase consumer satisfaction with these products. Apart from influencing consumer satisfaction, product quality has been shown to have an effect on consumer loyalty (Mahsyar and Surapati, 2020; Taufik et al., 2022). In Grace et al's research. (2021) stated that one way to increase consumer loyalty is to improve product quality, because product quality is the main input (Lovelock et al., 2016). Opinion of Sambo et al. (2022) stated that the profitability obtained by companies largely and solely depends on product quality which ultimately leads to consumer satisfaction and an increase in sales volume through loyalty.

The satisfaction factor is one that can influence consumer loyalty. Satisfaction is directly proportional to the level of product sales, but if consumer satisfaction is low then the level of product sales will be hampered even if ignored it will kill





the company. Thus the success of the company lies in whether or not the company is able to satisfy its customers. Hilaliyah et al. (2017) stated that one of the characteristics of high customer satisfaction is that consumers will be loyal or loyal to the product and the company for longer. In a study conducted by Fahrika et al. (2019) proved that there is a significant influence between consumer satisfaction and consumer loyalty. Consumers who are satisfied with the products they use influence their desire to use products from the same seller now and in the future. Increasing consumer satisfaction has an impact on increasing consumer loyalty.

The role of the mediating influence of consumer satisfaction on the relationship between digital marketing and product quality and consumer loyalty is very important to guarantee the competition and performance of UMKMs. Although until now there has been no integral and comprehensive research on the relationship between digital marketing, product quality, customer satisfaction and loyalty in embroidery and embroidery products. On the other hand, this relationship is very important to ensure competition and good UMKM performance. Therefore, this study will examine the effect of digital marketing and product quality on consumer loyalty for embroidery and embroidery products with consumer satisfaction as the mediating variable.

## RESEARCH METHODS

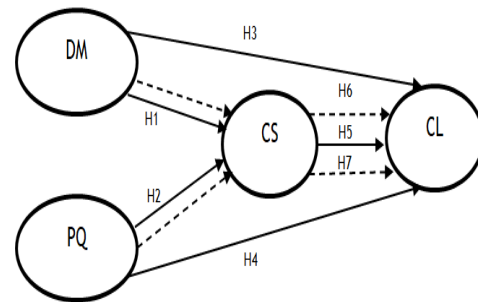
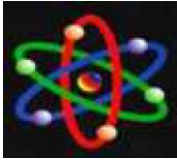


Figure 1. Research Model/Conceptual Framework

This is research that uses scientific quantitative methods associated with a positive paradigm to test research hypotheses. The questionnaire was selected as an instrument in collecting data that the researchers collected from each sample, which were embroidery and embroidery UMKM customers in Bukittinggi consisting of Rumah Bintang Embroidery and Embroidery, Ve Embroidery and Embroidery, and Embroidery and Embroidery Putri Ayu, and then the research hypothesis tested using the general statistical software Smart PLS3. As stated earlier, this study aims to examine the causal effect between three constructs namely: digital marketing, product quality, customer satisfaction and purchasing decisions. Digital marketing variables are measured by adapting research from Alwan and Alshurideh (2022) using a five-item scale. Measurement of product quality variables is measured by adapting the measuring instrument from Rua et al. (2020), the consumer satisfaction variable is measured by adapting the measuring instrument from the study





of Rua et al. (2020). Meanwhile, consumer loyalty is measured by adapting research (Sambo et al., 2022).

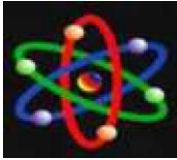
This study also conducted an analysis using a cross-sectional research approach. Data were evaluated by confirmatory factor analysis and structural equation modeling using Smart PLS4. Analysis of the validity and moderation of the measurement model was also evaluated using the Smart PLS4 program. Hypotheses are tested, and then the results are discussed and discussed.

**RESULTS**

| Variable          | Indicators | Description   |
|-------------------|------------|---|
| Digital Marketing | DM1        | Social media marketing provides a wide range of product feedback and information and helps in finding the best products |
|                   | DM2        | Social media platforms offer good quality information about brands/businesses   |
|                   | DM3        | Social media channels also provide detailed methods when using online media and marketing tools                         |
|                   | DM4        | Electronic WOM acts as a tool to make product comparisons before shopping online  |
|                   | DM5        | Electronic WOM provides a differentiated customer experience and exchange of opinions through brand social networks     |
|                   | DM6        | Electronic WOM facilitates shopping activities and product evaluation and brand awareness                               |
| Product quality   | PQ1        | The products I bought at this embroidery and embroidery business met the quality standards I wanted                     |
|                   | PQ2        | The products that I bought at this embroidery   |

|                       |      |   |
|-----------------------|------|---|
|                       |      | and embroidery business matched the specifications I wanted   |
|                       | PQ3  | I bought products from this embroidery and embroidery business because they worked the way I wanted them to |
|                       | PQ4  | Long lasting embroidery and embroidery products   |
|                       | PQ5  | This embroidery and embroidery product has good finishing and is durable                                    |
|                       | PQ6  | These embroidery and embroidery products take a long time to replace  |
|                       | PQ7  | The designs of these embroidery and embroidered products are more attractive than other products            |
|                       | PQ8  | This embroidery and embroidered product model is more interesting than other products                       |
|                       | PQ9  | Verification of embroidery and embroidered products has undergone many changes                              |
|                       | PQ10 | These embroidery and embroidered products have undergone quality changes                                    |
|                       | PQ11 | This bamboo embroidery and embroidery product is characterized by beautiful and attractive colors           |
|                       | PQ12 | These embroidery and embroidery products are very easy to spot  |
|                       | PQ13 | This embroidery and embroidery product is very easy to say  |
|                       | PQ14 | This model of embroidery and embroidery products is to my liking  |
|                       | PQ15 | Embroidery and embroidery products are well known or famous   |
|                       | PQ16 | This embroidery and embroidery product is a favorite product in the community                               |
| Consumer Satisfaction | CS1  | I am satisfied with the quality of this embroidery and embroidery product                                   |
|                       | CS2  | I am satisfied with the quality of this embroidery and embroidery business                                  |





|                  |  | service  |
|------------------|--|--|
| Consumer Loyalty | CS3  | I am satisfied with the price of this embroidery and embroidery product                                    |
|                  | CS4  | Overall I am satisfied with this embroidery and embroidery venture   |
|                  | CL1  | I made repeat purchases more than 10 times   |
|                  | CL2  | I have increased my purchase of this product because of its unmatched quality                              |
|                  | CL3  | I have recommended this product to more than 2 people  |
|                  | CL4  | I believe these embroidery and embroidery products deserve my loyalty                                      |
|                  | CL5  | In the past year, my level of loyalty to this embroidery and embroidery product has grown stronger         |
|                  | CL6  | Embroidered and embroidered products value consumers and maintain the quality of their consumer appearance |
|                  | CL7  | I have been a consumer of embroidery and embroidery for more than 3 years                                  |
|                  | CL8  | Opportunities to repurchase from the offers that embroidery and embroidery products provide are amazing    |
| CL9              | My intention to repurchase cannot be changed by the existence of competing products because they have good quality standards |  |
| CL10             | I am very satisfied with this embroidery and embroidery product, I will not look for other alternative products              |  |

Table 1. Indicators/Measurement Items

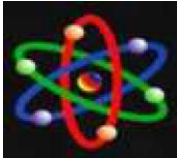
**Measurement Model**

The reliability of the individual items of each construct was carried out by adjusting the standards adopted from the rule of thumb that items with a loading below 0.4 should be

removed (Hair et al. 2014) . Therefore, all items with external loads ranging from 0.511 to 0.852 were retained because they met the minimum requirements. To determine the reliability of consistency, we use the composite reliability of each latent construct, which should range from 0.70 and above (Ghozali, 2012) . This study has succeeded in achieving adequate internal consistency reliability because the composite reliability of each latent construct ranges from 0.821 to 0.951. Meanwhile, what is meant by convergent validity is the extent to which the steps used correlate with the intended construct (Hair et al. 2006).

| constructs            | Items | Loadings | Composite Reliability | AVE   |
|-----------------------|-------|----------|-----------------------|-------|
| Digital Marketing     | DM1   | 0.632    | 0.821                 | 0.525 |
|                       | DM2   | 0.797    |                       |       |
|                       | DM3   | 0.769    |                       |       |
|                       | DM4   | 0.779    |                       |       |
|                       | DM5   | 0.678    |                       |       |
|                       | DM6   | 0.679    |                       |       |
| Product quality       | PQ1   | 0.561    | 0.926                 | 0.565 |
|                       | PQ2   | 0.743    |                       |       |
|                       | PQ3   | 0.786    |                       |       |
|                       | PQ4   | 0.795    |                       |       |
|                       | PQ5   | 0.782    |                       |       |
|                       | PQ6   | 0.772    |                       |       |
|                       | PQ7   | 0.721    |                       |       |
|                       | PQ8   | 0.704    |                       |       |
|                       | PQ9   | 0.714    |                       |       |
|                       | PQ10  | 0.571    |                       |       |
| Consumer Satisfaction | CS1   | 0.801    | 0.842                 | 0.677 |
|                       | CS2   | 0.838    |                       |       |
|                       | CS3   | 0.828    |                       |       |
|                       | CS4   | 0.824    |                       |       |
| Consumer Loyalty      | CL1   | 0.848    | 0.940                 | 0.638 |
|                       | CL2   | 0.822    |                       |       |
|                       | CL3   | 0.834    |                       |       |
|                       | CL4   | 0.845    |                       |       |
|                       | CL5   | 0.803    |                       |       |
|                       | CL6   | 0.769    |                       |       |





|      |       |
|------|-------|
| CL7  | 0.720 |
| CL8  | 0.696 |
| CL9  | 0.808 |
| CL10 | 0.827 |

Table 2. Items Loading, Composite Reliability, and Average Variance Extracted (AVE)

DM= Digital Marketing, PQ=Product Quality, CS= Customer Satisfaction, CL= Customer Loyalty

Convergent validity is the extent to which the measures used correlate with the intended construct (Hair et al. 2006). Convergent validity was assessed by determining the Extracted Average Variance (AVE) of each latent construct; we adopted a rule of thumb that the AVE should be from 0.5 and above (Fornell and Larcker 1981). These studies attained sufficient convergent validity with AVE ranging from 0.527 to 0.70.

| constructs | CL    | CS    | DM    | PQ    |
|------------|-------|-------|-------|-------|
| CL         | 0.799 |       |       |       |
| CS         | 0.524 | 0.823 |       |       |
| DM         | 0.468 | 0.446 | 0.725 |       |
| PQ         | 0.602 | 0.616 | 0.392 | 0.682 |

Table 3. Discriminant Validity

Discriminant validity is the extent to which certain latent constructs may not be correlated with other latent constructs. We use the square root of the AVE of each latent construct to determine discriminant validity; we adopted the rule of thumb stating that the square root of the AVE of each latent construct must be greater than its correlation and its correlation with other constructs (Fornell and Larcker 1981). This study has been successful in achieving sufficient discriminant validity since the square root of the

AVE of each latent construct is greater than its correlation and the correlation with other constructs.

**Hypothesis test**

Table 3 shows the hypothesis testing results from the structural model. For H1 and H2, we investigate the effect of digital marketing and product quality on satisfaction. The results show that digital marketing and product quality have a positive and significant effect on customer satisfaction. Hypotheses H3, H4 and H5, we investigate the effect of digital marketing, product quality and consumer satisfaction on consumer loyalty. The results show that digital marketing, product quality and customer satisfaction have a positive and significant effect on customer loyalty. For H6 and H7, customer satisfaction is a partial mediation between digital marketing and product quality on consumer loyalty.

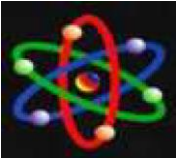
| Hypothesis | Betas | SE   | T Statistics | P-Value | Decision  |
|------------|-------|------|--------------|---------|-----------|
| DM -> CS   | 0.24  | 0.05 | 4,273        | 0.00    | Supported |
| PQ -> CS   | 0.52  | 0.05 |              | 0.00    | Supported |
| DM -> CL   | 0.27  | 0.06 | 9,071        | 0       | Supported |
| CL -> CL   | 0.4   | 0.1  | 4,520        | 0       | Supported |
| PQ -> CL   | 0.49  | 0.04 | 10,496       | 0.00    | Supported |
| CS -> CL   | 0.16  | 0.07 | 2,303        | 0.02    | Supported |
| DM -> CL   | 0.04  | 0.02 |              | 0.04    | Supported |
| CS -> CL   | 1     | 0    | 2.045        | 1       | ed        |
| PQ -> CS   | 0.08  | 0.04 |              | 0.03    | Supported |
| -> CL      | 8     | 3    | 2,071        | 8       | ed        |

Note: \*\*\*Significant at 0.01\*\*significant at 0.05, \*significant at 0.1.

Table 4. Hypothesis Testing

This study intends to examine the mediating effect of consumer





satisfaction on the influence of digital marketing and product quality on consumer loyalty. The results of the data analysis show that digital marketing has a positive and significant effect on consumer satisfaction. This finding is supported by previous research (Järvinen and Karjaluoto, 2015 ; Dwivedi et al. 2020) . This requires that consumers who perceive digital marketing positively are able to support the realization of consumer satisfaction. This is of course related to consumers' reasons that digital marketing facilitates the reach of business actors to consumers. Digital marketing also accelerates interaction with consumers and takes place in two directions between businesses and consumers. The research results also prove that product quality has a positive and significant effect on consumer satisfaction. As shown in previous research, it can be concluded that product quality is one of the important factors that can determine consumer satisfaction with a product. If the quality of the product is in accordance with consumer expectations with the real condition of the product, it will bring up a positive assessment from consumers. A good level of perception will make consumers more satisfied (Razak, 2019 ; Suhendar and Ruswati, 2019; Rahman, 2018) .

Digital marketing and product quality are proven to have a positive and significant effect on consumer loyalty. This finding is supported by previous research (Bediree and Jenaibi, 2020; Lucyantoro and Moch,

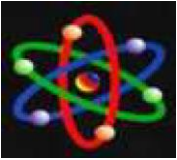
2017) . For consumers, the ease of obtaining information online and the ease of obtaining products with the help of digital marketing will affect the emergence of consumer loyalty in buying embroidery and embroidery. Meanwhile, product quality is proven to be significant to consumer loyalty. This requires that the embroidered and bodywork products that are sold are able to create loyalty for consumers because the better the quality of the product, the more customer loyalty will increase. Maintaining product quality really needs to be done so that the products sold are able to exceed consumer expectations. Consumer satisfaction is also proven to have a positive and significant effect on consumer loyalty. These results are supported by previous research from ( Moon and Chandra, 2021; Adam et al. 2020) . If the product is able to meet consumer expectations, it will make consumers interested in repurchasing the product. Satisfied consumers are able to build a positive image for the product they use so as to create a sense of loyalty to the product and they will voluntarily use the product and continue to recommend it to other parties. The emergence of long-term and sustainable customer loyalty if customer satisfaction can be maintained.

## CONCLUSION

This study looks at the mediating effect of consumer satisfaction on the effect of digital marketing and product quality on consumer loyalty.







The findings show that digital marketing and product quality have a positive and significant effect on consumer satisfaction. Digital marketing, product quality and customer satisfaction have a positive and significant effect on consumer loyalty. Consumer satisfaction describes a positive and significant mediating effect on the influence of digital marketing and product quality on consumer loyalty. In fact, all of the exogenous variables were identified as strong predictors of consumer loyalty in embroidery and embroidery consumers. Thus, marketing management for UMKM actors must pay attention to the use of digital marketing, product quality and consumer satisfaction to increase loyalty.

There are limitations to this study: First, this study does not cover broadly the factors that influence consumer loyalty, such as Entrepreneurial Marketing, brand image and perceived value. The effect of these factors is important on consumer loyalty and was not investigated in this study. Thus, future researchers can consider these factors. Second, the findings of this study cannot be generalized, because the current study was conducted on UMKM actors in Bukittinggi, only focusing on embroidery and embroidery products. Thus, more studies need to be conducted in different contexts to generalize the findings.

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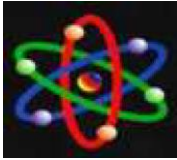
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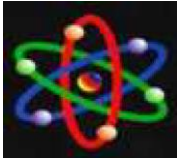
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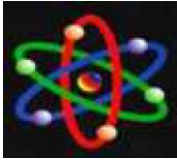
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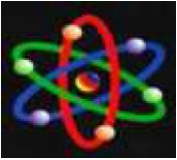
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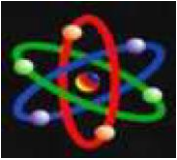
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