

The Influence of Product Quality and Price Towards Loyalty with Customer Satisfaction as a Mediator (Survei an Consumers of Jogger Pants in Kenszolla)

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ABSTRACT

Keywords:

Customer Loyalty;
Customer Satisfaction;
Price; Product Quality.

This study aims to examine the effect of product quality and price on customer loyalty and satisfaction as a mediator in studies on jogger pants consumers in Kenszolla. This data was obtained through an online survey using a Google form on 384 respondents using a purposive sampling technique on consumers of Kenszolla Jogger Pants. Path analysis shows that product quality has a positive and significant effect on customer loyalty, perceived price suitability has a positive and significant effect on customer loyalty, product quality has a positive and significant effect on customer satisfaction, perceived price suitability has a positive and significant effect on customer satisfaction, customer satisfaction has a positive effect and significant to customer loyalty. The Sobel test shows that customer satisfaction can mediate product quality on customer loyalty, and customer satisfaction can mediate price on customer loyalty.

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INTRODUCTION

Mahoney & Tang (2017) explains that customer loyalty is a critical component of a company's revenue, as the company will recommend products to partners, and consumers will continue to buy the company's products. On the other hand, a study by Branch et al., (2018) states

that customer loyalty is also a strong indicator of a company. Khairawati's (2019) study found that company loyalty programs impact customer satisfaction and loyalty. Companies that want to win the competition in online business can pay full attention to customer satisfaction. (Yashinta Asteria Norhermaya & Harry Soesanto, 2017).

Research conducted by Triandhika (2017) Customer loyalty starts from a customer's assessment of the quality of the product or service he receives based on the expectations that have been conceptualized. Price also largely determines customer loyalty due to the number of repair costs set based on the level of income the customer owns (Triandhika, 2017). Companies that can provide or offer quality products will be able to create customer satisfaction (Anggraeni et al., 2016). Research conducted by Yulisetiari & Prahasta (2019) shows that price is one of the determinants of customer satisfaction. The right price makes customers satisfied and makes a repurchase of the product.

In the study conducted by Anggraeni et al., (2016), product quality is essential in influencing customer satisfaction and forming loyal customers to the company's products. Product quality is one of the determining factors for customer satisfaction because good product quality will create, maintain and make customers loyal (Ziadi, 2016). According to research conducted by Ayu Puspitasari et al., (2018), the price paid follows the product obtained and makes customers feel satisfied so that a sustainable sense of satisfaction will make loyal customers use the product. Razak & Nirwanto (2016) research describes whether good product quality, suitability, and affordable prices can increase customer purchase value. Considering the functional value of the product can be ensured an increase in customer satisfaction, as well as they are always interested in making repurchases Madiistriyatno & Nurzaman (2020). However, the results of research from Rimawan et al., (2017) explain that there is a slight difference if product quality does not affect customer satisfaction or customer loyalty while customer satisfaction affects customer loyalty.

Suharyono & Pahlamalidie (2021) explained that by setting prices following the value provided and understood by consumers, the quality of the product is obtained following the benefits. Manguyoga & Ganawati (2019) added that many companies go bankrupt because they set prices that do not match the market. The description of the research of Kartikasari & Albari (2020) explains that in daily activities, it is likely that consumers will buy back and even provide recommendations to others regarding the quality that the company has provided, as well as the influence of satisfaction if they feel that they get good product quality and very affordable price quality.

Based on observations made on the Kenszolla Online Shop, it is known that some customers complain about the quality of pants having a less thick material, pieces of pants that do not fit on the legs, the stitching of pants that are not neat, the prices offered do not match the quality provided, and the goods do not match the picture displayed. The complaints above show that some Kenszolla customers are dissatisfied; this ultimately impacts customer loyalty, which decreases. Through the results of the observations above, as for the practical problems that occurred in previous research by Sari (2022) based on the results of research on customer loyalty, product quality, and customer satisfaction that has been carried out, the quality of Pos Ketan Legenda products is good, customers of Pos Ketan Legenda Kota Batu also have a high level of customer satisfaction with a high level of loyalty. Another previous study by Silva (2020) showed that there is a perception of price that has a significant influence on customer satisfaction. According to Khoironi et al. (2018), research shows that the analysis results, product quality and price, significantly affect customer satisfaction. Partially, product quality, price, and customer

satisfaction have a positive effect on customer loyalty. Partial customer satisfaction is also the most dominant variable affecting customer loyalty.

In this case, it can be concluded that the purpose of this study is to describe customer perceptions of subscriber quality, customer satisfaction, price, and quality of jogger pants products Online Shop Kenszolla, to test the effect of the quality of jogger pants products Online Shop Kenszolla on customer loyalty, to test the influence of jogger pants Kenszolla Online Shop on loyalty subscribe, to test the effect of the quality of Kenszolla Online Shop jogger pants products on customer satisfaction, to test the effect of Kenszolla Online Shop jogger pants on customer satisfaction, to test the effect of customer satisfaction jogger pants Kenszolla Online Shop on loyalty customer, to test customer satisfaction in mediating the effect of product quality on customer loyalty jogger pants Online Shop Kenszolla, to test customer satisfaction in mediating the effect of price on customer loyalty jogger pants Online Shop Kenszolla.

LITERATURE REVIEW

Oliver (1999) defines loyalty as a firmly held commitment to rebuilding and re-supporting a preferred product or service in the future despite situational influences and marketing efforts potentially leading to behaviour change. According to Bobalca et al., (2012), there are four dimensions of customer loyalty, namely 1) Cognitive (know the company's products; think the company provides the best offer; and can trust the company's products), 2) Affective (buy products at the company because you like it; willing to buy the company's products compared to other companies; prefer the company's products over other companies; and it is more suitable for the company than any other company), 3) Cooperative (will continue to buy products from the company in the future; will buy other products from the company; and intend to give feedback to the company), Action (recommend the company to anyone who asks; advice saying positive things about the company to others; and consider the company).

Customer satisfaction can be interpreted as a feeling of pleasure or disappointment that arises from a person after comparing the expected performance or results to their expectations (Kotler & Keller 2016). According to Kotler & Armstrong (2016), customer satisfaction has three dimensions: perceived quality, perceived value, and customer expectations. The price is the amount of money charged for a product and service or the value customers exchange to benefit from owning or using the product or service (Kotler & Armstrong, 2012). According to Kotler & Armstrong (2016), there are four price indicators: affordability, price suitability with product quality, price competitiveness, and price suitability with benefits. Product quality can be interpreted as the ability of an item to deliver relevant results or performance beyond what is desired by the customer (Kotler and Keller, 2012:143). According to Gaspersz (2005), there are eight dimensions of product quality: performance, additional privileges, reliability, conformity with specifications, aesthetics, durability, quality impressions, and ease of service.

Razak et al., (2016) added that if the product's quality is following customer expectations, they will perceive the quality of the product as both quality and cause their loyalty always to want to buy the product repeatedly. Ehsani (2015) adds that product quality is the customer's perception of a product or service's overall quality or excellence relative to its intended purpose relative to alternatives. The results of research conducted by (Sari, 2022; Gunawan et al., 2019; Rachmawati, 2021) showed that product quality has a positive and significant effect on customer loyalty

H1: Product Quality has a positive and significant effect on Customer Loyalty

According to Herliansyah (2018), companies must continuously monitor the prices applied by each competitor so that the price determined is not too high or not too low, and the price offered can create customer loyalty. The research results of (Maulana & Purbawati, 2017; Hariono & Marlina, 2021; Sri, F. D & Ngartno, 2020;) show that price positively and significantly affects customer loyalty.

H2: Perception of Price Suitability has a positive and significant effect on Customer Loyalty

Companies that can provide or offer quality products will be able to create customer satisfaction (Anggraeni, D. et al., 2016). According to Arif & Syahputri (2021), every company must consider product quality considering the increasingly fierce competition between companies. Research results (Dini & Mashariono, 2017; Sari, 2020; Erida et al., 2020) show that product quality positively and significantly affects customer satisfaction.

H3: Product Quality has a positive and significant effect on Customer Satisfaction

According to Kotler and Armstrong (2013:151), a price can be defined as the amount of money charged for a product and service or the amount of value customers exchange to benefit from owning or using a product or service. If the price offered is not too high and the company provides, a quality product and the product is good. The customer's expectations are met, and they feel satisfied. According to the results of the research conducted (Agussalim & Jan, 2018; Hariono & Marlina, 2021; Rooroh, C. et al., 2020), price has a positive and significant effect on customer satisfaction.

H4: Perception of Price Suitability has a positive and significant effect on Customer Satisfaction

According to Novia et al., (2020), customer satisfaction is a customer evaluation of the performance of products and services received against the performance expectations of products and services from customers. It can provide good customer loyalty to a company. Customer satisfaction can be said to be the result of a product that provides benefits both according to needs and expectations or positive feelings about the use of a product or service that is considered reasonable/following customer expectations; this results in their loyalty to the product will last (Faroq et al., 2018). Results of previous research by (Kamil et al., 2018; Amiroh & Puspita, 2021; Pratama, 2015) showed that customer satisfaction has a positive and significant effect on customer loyalty

H5: Customer Satisfaction has a positive and significant effect on Customer Loyalty

Kotler and Armstrong (2012) explain that a product can be offered to the market for attention, obtaining, use, or consumption that may satisfy a desire or need to influence customer loyalty to a product. Results of previous research by (Taufan & Dengkur, 2020; Muslim, 2019; Dewantoro et al., 2021) showed that product quality with loyalty could be mediated by customer satisfaction.

H6: Customer Satisfaction mediates the effect of Product Quality on Customer Loyalty

According to research conducted by Ayu Puspitasari et al., (2018), the price paid following the product that has been obtained will make customers feel satisfied, so a sustainable sense of satisfaction will make loyal customers use the product. Research conducted (Esti Nur W. et al., 2017; Kathlya & Paramitha, 2020) showed that the role of customer satisfaction could mediate price against customer loyalty.

H7: Customer Satisfaction mediates the effect of Price on Customer Loyalty

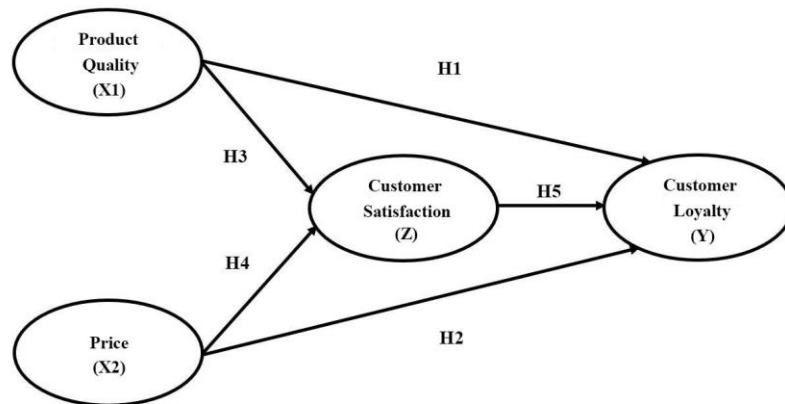


Figure 1. Conceptual Framework

Source: developed in research, 2023

RESEARCH METHOD

This research was conducted at the Kenszolla Online Shop on Jalan Kelud, Butun Village, Gandusari District, Blitar Regency. This type of research is an explanatory research quantitative approach. This study used a sample of 384 customers (respondents) with the distribution of questionnaires through Google form and then calculated using the SPSS program. The data measurement technique used in this study used a Likert scale. Instrument testing in this study used validity tests and reliability tests. The classical assumption test uses normality, heteroscedasticity, and multicollinearity tests. Analysis path is used to find out direct and indirect influences. The t-test determines how far an individual free variable affects the bound variable. Sobel testing determines satisfaction as a mediating variable that affects independent variables against dependent variables.

RESULT AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	r Table	Correlation Coefficient	Information
Customer Loyalty	Y1	0.098	0.838	Valid
	Y2	0.098	0.824	Valid
	Y3	0.098	0.808	Valid
	Y4	0.098	0.751	Valid
	Y5	0.098	0.827	Valid
	Y6	0.098	0.780	Valid
	Y7	0.098	0.689	Valid
	Y8	0.098	0.803	Valid
	Y9	0.098	0.755	Valid
	Y10	0.098	0.609	Valid
	Y11	0.098	0.814	Valid
	Y12	0.098	0.824	Valid
	Y13	0.098	0.754	Valid
Customer Satisfaction	Z1	0.098	0.808	Valid
	Z2	0.098	0.765	Valid

Variable	Item	r Table	Correlation Coefficient	Information
Customer satisfaction	Z3	0.098	0.765	Valid
	Z4	0.098	0.840	Valid
	Z5	0.098	0.817	Valid
	Z6	0.098	0.801	Valid
	Z7	0.098	0.822	Valid
	Z8	0.098	0.820	Valid
	Z9	0.098	0.684	Valid
	X ₁ 1	0.098	0.812	Valid
	X ₁ 2	0.098	0.856	Valid
	X ₁ 3	0.098	0.824	Valid
	X ₁ 4	0.098	0.841	Valid
Product Quality	X ₁ 5	0.098	0.848	Valid
	X ₁ 6	0.098	0.795	Valid
	X ₁ 7	0.098	0.809	Valid
	X ₁ 8	0.098	0.821	Valid
	X ₁ 9	0.098	0.749	Valid
	X ₁ 10	0.098	0.803	Valid
	X ₁ 11	0.098	0.838	Valid
	X ₁ 12	0.098	0.796	Valid
	X ₁ 13	0.098	0.816	Valid
	X ₁ 14	0.098	0.815	Valid
	X ₁ 15	0.098	0.795	Valid
Price	X ₁ 16	0.098	0.821	Valid
	X ₁ 17	0.098	0.835	Valid
	X ₁ 18	0.098	0.864	Valid
	X ₁ 19	0.098	0.842	Valid
	X ₁ 20	0.098	0.870	Valid
	X ₁ 21	0.098	0.872	Valid
	X ₁ 22	0.098	0.822	Valid
	X ₁ 23	0.098	0.827	Valid
	X ₁ 24	0.098	0.746	Valid
X ₂ 1	0.098	0.694	Valid	
X ₂ 2	0.098	0.815	Valid	
X ₂ 3	0.098	0.783	Valid	
X ₂ 4	0.098	0.736	Valid	

Source: Primary Data, 2022

Based on the validity test results, all instruments, Customer Loyalty, Customer Satisfaction, Product Quality, and Price, have a calculated r value > r table, meaning all item statements are valid.

Table 2. Reliability Test Results

Variable	Coefficient of Reliability	Test Results
Customer loyalty	0.720	Reliable
Customer satisfaction	0.854	Reliable
Price	0.856	Reliable
Product Quality	0.831	Reliable

Source: Primary Data, 2022

Based on the reliability test results, it can be said that the instruments of customer loyalty, customer satisfaction, product quality, and price in this study are reliable because the coefficient of *Cronbach's Alpha* is above 0.6.

Table 3. Normality Test Results

Variable	Significant	Information
Asymp. Sig. (2-tailed)	0.180	Normal

Source: Primary Data, 2022

Based on Table 3 above, it is known that the normality test results show the Asymp value. Sig (2-tailed) of $0.180 > 0.05$. So that the data of this study is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Product Quality	0.529	1.871	Non-Multicollinearity
Price	0.529	1.871	Non-Multicollinearity
Customer Satisfaction	0.529	1.871	Non Multikolineritas

Source : Primary Data, 2022

Based on Table 4 above, it is known that the tolerance value in Product Quality, Price, and Customer Satisfaction is $0.529 > 0.10$ with a VIF of $1.871 < 10.0$; it can be concluded that there is no multicollinearity in this study.

Table 5. Heteroskedasticity Test Results

Variable	Significance	Information
Product Quality	0.824	No Heteroskedasticity Occurs
Price	0.583	No Heteroskedasticity Occurs
Customer Satisfaction	0.688	No Heteroskedasticity Occurs

Source: Primary Data, 2022

Based on Table 5, it is known that the results of the heteroskedasticity test in this study were on Product Quality with a significant value of 0. 824, on price by 0. 583, and Customer Satisfaction of 0. 688, it can be concluded that there were no symptoms of heteroskedasticity in this study.

Table 6. Relationship Test Results from Product Quality and Price to Customer Satisfaction

		Coefficients ^a			
		Unstandardized Coefficients		T	Sig.
Model		B	Std. Error		
1	(Constant)	15.304	1.921	2.155	.000
	Product Quality	.438	.114	3.735	.045
	Price	.346	.139	4.297	.028

a. Dependent Variable: Customer Satisfaction

Source: Primary Data, 2022

From the analysis results in Table 6, the regression equation of model I is formed: Customer Satisfaction = 15.304 + 0.438 Product Quality + 0.346 Price.

Table 7. Relationship Testing Results Product Quality, Price, Customer Satisfaction with Customer Loyalty

		Coefficients ^a			
		Unstandardized Coefficients		T	Sig.
Model		B	Std. Error		
1	(Constant)	15.382	2.165	7.105	.000
	Product Quality	.435	.092	4.716	.000
	Price	.350	.084	4.165	.000
	Customer Satisfaction	.511	.118	3.353	.008

a. Dependent Variable: Customer Loyalty

Source: Primary Data, 2022

From the analysis of Table 7, the regression equation of model II can be formed as follows: Customer loyalty = 15,382 + 0.435 Product Quality + 0.350 Price + 0.511 Customer Satisfaction.

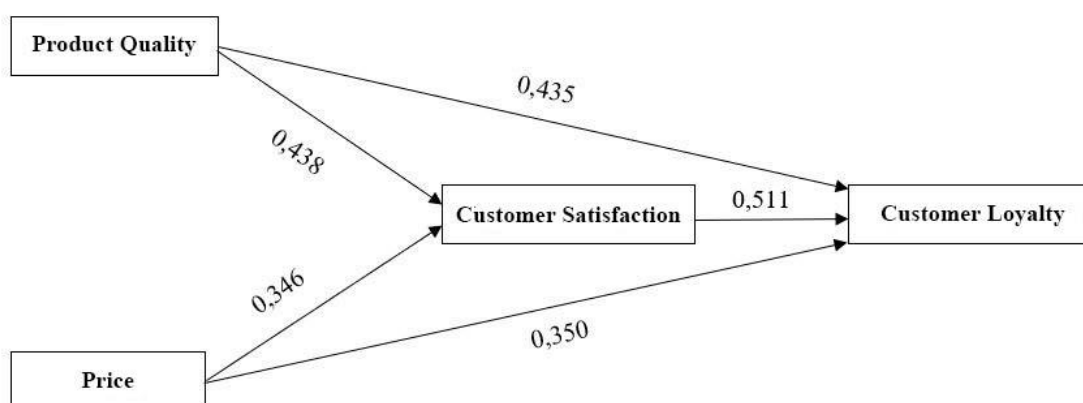


Figure 2. Path Analysis Results

Based on Figure 2, it can be concluded that there is a more significant indirect influence than a direct influence. This is related to customer satisfaction with good Kenszolla jogger pants to make customers loyal to the quality of good products and prices according to what they get.

Table 8. t Test Results (partial)

Hypothesis	t-count	Sig.	Information
Customer Loyalty → Product Quality	4,716	0,000	Hypothesis Accepted
Customer → Loyalty Pricing	4,165	0,000	Hypothesis Accepted
Customer Satisfaction → Product Quality	3,735	0,045	Hypothesis Accepted
Customer → Satisfaction Price	4,297	0,028	Hypothesis Accepted
Customer Satisfaction → Customer Loyalty	3,353	0,008	Hypothesis Accepted

Source: Primary Data, 2022

Based on Table 8, it is known that product quality on customer loyalty has a t count of 4,716 greater than t table 1,966 with a significance level of $0.000 < 0.05$, so there is a significant positive influence of product quality on customer loyalty in Kenszolla jogger pants. Based on table 8, it is known that the price of customer loyalty has a t count of 4.165 greater than t table 1,966 with a significance level of $0.000 < 0.05$ then there is a significant positive effect of price on customer loyalty in Kenszolla jogger pants. Based on Table 8, it is known that product quality to customer satisfaction has a t count of 3. 735 is more significant than t table 1.966 with a significance level of $0.045 < 0.05$ then there is a significant positive influence of product quality on customer satisfaction on Kenszolla jogger pants.

Based on Table 8, it is known that the price on customer satisfaction has a t count of 4,297 greater than t table 1,966 with a significance level of $0.028 < 0.05$, so there is a significant positive effect of price on customer satisfaction on Kenszolla jogger pants. Based on Table 8, it is known that customer satisfaction with customer loyalty has a t count of 3,353 greater than t table 1,966 with a significance level of $0.008 < 0.05$, so there is a significant positive influence of customer satisfaction on customer loyalty on Kenszolla jogger pants.

Sobel Product Quality Calculation against Customer Loyalty Mediated Customer Satisfaction:

$$t = \frac{ab}{Sab}$$

$$t = \frac{0.436 \times 0.511}{0.070}$$

$$t = 3.182$$

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

$$Sab = \sqrt{0.5112 \times 0.1142 + 0.4382 \times 0.118^2 + 0.1142 \times 0.118^2}$$

$$Sab = 0.070$$

Based on the results of the analysis above, it shows that the product quality t value is 3,182 > 1,966. Thus, it can be said that product quality towards customer loyalty is mediated by customer satisfaction is positively significant. Sobel Price Calculation against Customer Loyalty Mediated on Customer Satisfaction:

$$t = \frac{cb}{Scb}$$

$$t = \frac{0.346 \times 0.511}{0.077}$$

$$t = 2.296$$

$$Scb = \sqrt{b^2 Sc^2 + c^2 Sb^2 + Sc^2 Sb^2}$$

$$Scb = \sqrt{0.5112 \times 0.1392 + 0.3462 \times 0.118^2 + 0.1392 \times 0.118^2}$$

$$Scb = 0.077$$

Based on the results of the analysis above, it shows that the price t value is $2,296 > 1,966$. Thus, it can be said that the price to customer loyalty is mediated by customer satisfaction is positively significant.

Based on the results of this test, it was concluded that the results of the perception from the description of the respondent's answers through the questionnaire that customer loyalty is very loyal. The cognitive dimension is very loyal because Kenszolla's jogger pants are famous, have excellent offers, and are trusted in quality and models. The affective dimension is very loyal because customers really like Kenszolla jogger pants, are very willing to buy Kenszolla jogger pants compared to other jogger pants, really like Kenszolla jogger pants compared to other jogger pants, and it fits Kenszolla jogger pants very well compared to other jogger pants. The Conative dimension shows that it is very loyal because customers continue to buy money in the future, buy other products at Kenszolla, and intend to provide input or information. The Action dimension shows great loyalty because customers are willing to recommend, say positive things, and strongly consider the Kenszolla brand the first choice.

Customer satisfaction has a delighted value shown with customers very satisfied because customers of Kenszolla jogger pants hope the quality does not go down, expect the price not to go up, and expect more discounts. The perceived value dimension indicates satisfaction because the product does not disappoint and is suitable; the price is comparable and beneficial for sports and non-formal activities. The perceived quality dimension is very satisfying because the product is comfortable, not outdated, and high-quality.

The price in this study has a very appropriate value because Kenszolla jogger pants are very affordable, according to quality, cheaper than competitors, and the price according to the product's benefits. The quality of the products in this study is very good, and it is seen as a dimension of excellent performance with the physical appearance of jogger pants being very good, ease of wearing, and Kenszolla jogger pants being very comfortable. The additional dimensions of privilege are excellent because the Kenszolla jogger pants have the peculiarities of the model, the colour varies greatly and has a zipper feature. The reliability dimension is very good because the colour is very durable, the zipper does not jam, and it can be used for sports and non-formal activities. The dimensions of conformity with the specifications are very good because the Kenszolla jogger pants are according to sports specifications, according sports material specifications and are very useful for sports. The aesthetic dimensions are excellent because the design is up-to-date, the shapes are sporty, and the colour variations are attractive. The durability dimensions are excellent because the material is high quality, the stitching is very strong, and the Kenszolla jogger pants are durable. The dimensions of the quality impression are very good because the quality of Kenszolla jogger pants is very premium, with neat stitching, and the fabric is light and not hot. The dimensions of ease of service are very good because the service is very fast, product information is detailed, and payment is very easy.

Based on the results of this test, it is known that product quality has a positive and significant effect on customer loyalty to Kenszolla Online Shop jogger pants. This study's results align with (Sari *et al.*, 2022; Gunawan, Fathorrahman, & Handoko, 2019; Rachmawati, 2021) that product quality positively and significantly affects customer loyalty. It is aimed at excellent performance dimensions and an excellent physical appearance; ease of use is very easy and comfortable. The additional privileged dimension is excellent because it has a distinctive model, colour variations, and zipper features. The reliability dimensions of colour durability are very durable; the zipper is not jammed and can be used for sports and other non-formal activities. The

dimensions of conformity with specifications are very well evidenced that Kenszolla Online Shop jogger pants have specifications of sweatpants material and are helpful for sports use. On the aesthetic dimension, it is clear that Kenszolla jogger pants have an up-to-date design, sporty shape, and attractive colour variations. The durability dimension implies that Kenszolla jogger pants have quality materials, strong stitching, and long-lasting durability. In the dimension of the quality impression, it is clear that Kenszolla jogger pants have the impression of premium pants quality, neat stitching, and light and not hot fabrics. In the dimension of ease of service, it provides very fast service, sharing detailed information, and ease of payment. It can be concluded that excellent product quality has a positive influence on loyalty, so it can cause and increase customer loyalty.

Based on the results of this test, it is known that the price has a positive and significant effect on the loyalty of customers of Kenszolla Online Shop jogger pants. This study's results align with those (Maulana & Purbawati, 2017; Hariono & Marlina, 2021; Sri Farah Dilla, 2020;). price positively and significantly affects customer loyalty. The price has a very appropriate value. Kenszolla jogger pants have a very affordable price, price according to quality, lower price compared to other competitors, and the benefits of jogger pants according to the price offered. Customer satisfaction can elicit positive responses that increase loyalty to Kenszolla jogger pants.

Based on the results of this test, it is known that product quality has a positive and significant effect on customer satisfaction with Kenszolla Online Shop jogger pants. This study's results align with the research conducted by (Dini & Mashariono, 2017; Sari, 2020; Erida et al., 2020) that product quality positively and significantly affects customer satisfaction. This is shown by excellent performance, such as excellent physical appearance, ease of wearing is very easy, and the comfort of Kenszolla jogger pants is very comfortable. Additional excellent features include distinctive models, colour variations, and zipper features. Reliability is very good, such as a durable warning, the zipper does not jam, and it can be used for sports and non-formal activities. Conformity with specifications is very well, such as according to the specifications of sweatpants, according to the specifications of the material of the pants, and useful for sports activities. Excellent aesthetics include up-to-date design, sporty shapes, and attractive colour variations. Durability is excellent as it has quality materials, strong seams, and durable durability. The impression of quality is excellent such as the quality of premium pants, neat stitching, and light and not hot fabrics. Ease of service shows excellent categories such as fast service, highly detailed information, and ease of payment. The product quality of Kenszolla jogger pants gives positive responses. So the better and higher the quality of Kenszolla jogger pants products, the higher customer satisfaction.

Based on the results of this test, it is known that the price has a positive and significant effect on customer satisfaction with Kenszolla Online Shop jogger pants. This research aligns with the research conducted by (Agussalim & Jan 2018; Hariono & Marlina 2021; Rooroh et al., 2020) that price positively and significantly affects customer satisfaction. The price has a very corresponding value with the affordability of a very affordable price, the price match with quality has the highest value, the price is lower than competitors, and the price that matches the product's benefits makes a positive response. So with a very suitable product price, customers feel satisfied with Kenszolla jogger pants products.

Based on the results of this test, it is known that customer satisfaction has a positive and significant effect on customer loyalty to Kenszolla Online Shop jogger pants. This study's results align with previous research (Kamil, Rusli, & Erlyani 2018; Amiroh & Puspita, 2021; Pratama, 2015) that customer satisfaction positively and significantly affects customer loyalty. This is

shown by the fact that customers expect the quality of jogger pants products not to decrease, customers hope that the Price of Kenszolla jogger pants will not increase either, and customers hope to get more discounts. The perceived value dimension indicates a very satisfied category kenzolla jogger pants indicate they do not disappoint and are appropriate, the Price of Kenszolla jogger pants follows quality and benefits, and Kenszolla jogger pants are useful for sports and non-formal activities. The perceived quality dimension shows the category is very satisfied with the highest value; it is pointed n that the Kenszolla jogger pants are very comfortable, the model is not outdated, and the results of Kenszolla jogger pants are very high quality. This very high customer satisfaction shows significant results because customers who are satisfied with Kenszolla jogger pants can influence customer loyalty in making transactions on an ongoing basis.

Based on the test results, it is known that the role of customer satisfaction as a mediator can mediate product quality against customer loyalty. The results of this study are in line with (Taufan & Dengkur, 2020; Muslim, 2019; Dewantoro, Wisnalmawati & Istanto, 2021), and product quality with loyalty can be mediated by customer satisfaction. This can be seen from the excellent product quality has eight dimensions, namely excellent performance such as excellent physical appearance, ease of wearing very easy, and comfort of Kenszolla jogger pants. Additional features are very good categories, such as distinctive models, colour variations, and zipper features. Reliability has excellent values, such as durable colours and zippers that do not jam and can be used for sports and non-formal activities. Conformity with specifications is excellent such as according to the specifications of sweatpants, the specifications of the material of the pants, and useful for sports activities. Excellent aesthetics include up-to-date design, sporty shapes, and attractive colour variations. Durability is excellent as it has quality materials, strong seams, and durable durability. The impression of quality is very well, such as the quality of premium pants, neat stitching, and light and not hot fabrics. The ease of service is excellent, such as fast service, detailed information, and payment. The excellent quality of Kenszolla jogger pants products according to customer wishes can generate high customer loyalty and the significance of very satisfied customer satisfaction.

Based on the results of this test, it is known that the role of customer satisfaction as a mediator can mediate prices against customer loyalty. The results in this research align with the research conducted by (Esti Nur Wakhidah *et al.*, 2017; Kathlya & Paramitha, 2020) that the role of customer satisfaction can mediate price against customer loyalty. The price is very much in line with the affordability of a very affordable price, makes customers satisfied and arises loyalty; the suitability of the price that is very in line with the quality makes the customer satisfied and eventually becomes loyal, the price is cheaper than competitors to make the customer satisfied and become loyal, and the price is following the benefits of the product that matches the benefits of making customers satisfied and loyal. In this case, it can be concluded that the Price of Kenszolla jogger pants that are very suitable can support high customer loyalty with the influence of very satisfied customer satisfaction.

CONCLUSION

Product Quality has a positive and significant effect on Kenszolla jogger pants Customer Loyalty because the better the quality of Kenszolla jogger pants products in providing relevant performance results, even exceeding what is desired by Kenszolla jogger pants customers, the commitment held by Kenszolla jogger pants customers is increasing, and the more loyal it is to

buy, build, and re-support Kenszolla jogger pants products. The perception of Price suitability has a positive and significant effect on Kenszolla jogger Customer Loyalty because the more suitable the price or value of money that Kenszolla jogger pants customers exchange to obtain the benefits of Kenszolla jogger pants, the commitment held by Kenszolla jogger pants customers is increasing or more loyal to buy, build, and re-support Kenszolla jogger pants products.

Product Quality has a positive and significant effect on Customer Satisfaction with Kenszolla jogger pants because the better the ability of Kenszolla jogger pants to provide relevant performance results, even exceeding what is desired by Kenszolla jogger pants customers, there is feeling of excitement for Kenszolla jogger pants customers after comparing the results of Kenszolla jogger pants with what Kenszolla jogger pants customers expect. Perception of Price suitability has a positive and significant effect on Customer Satisfaction with Kenszolla jogger pants because, the more according to the price or value of money that Kenszolla jogger pants customers exchange to obtain the benefits of Kenszolla jogger pants, a feeling of excitement arises for Kenszolla jogger pants customers after comparing the results of Kenszolla jogger pants with what Kenszolla jogger pants customers expect.

Positive and significant Customer Satisfaction affects Customer Loyalty to Kenszolla jogger pants because, Kenszolla jogger pants customers' feelings of pleasure after comparing the results of Kenszolla jogger pants with what Kenszolla jogger pants customers expect to make the commitment held by Kenszolla jogger pants customers increase or become more loyal to buy, build, and support Kenszolla jogger pants products. Customer Satisfaction can mediate Product Quality against Customer Loyalty Kenszolla jogger pants because of the feeling of pleasure customers kenzolla jogger pants after comparing the results of Kenszolla jogger pants with what customers expect Kenszolla jogger pants from the quality of Kenszolla jogger pants products that can provide appropriate results or performance even exceeding what customers want so, kenzolla jogger pants customer commitment is getting more and more increase or increasingly loyal to buy, build, and re-endorse Kenszolla jogger pants products.

Customer Satisfaction can mediate Price against Customer Loyalty because of the customer's feeling of pleasure Kenszolla jogger pants after comparing the results of Kenszolla jogger pants with what Kenszolla jogger pants customers expect from the Price of Kenszolla jogger pants that match the value of money that customers exchange to obtain the benefits of Kenszolla jogger pants thus, kenzolla jogger pants customer commitment is increasing or more loyal to buy, build, and re-support Kenszolla jogger pants products. This study only examines the variables of customer loyalty, customer satisfaction, price, and product quality. For further researchers, it is expected to be able to use other variables so that further research can develop more and add more insight.

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