

*Customer Satisfaction Analysis as an Intervening Variable on Customer Loyalty
of Buttonscarves in Jakarta*

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Abstract

The growth of local brands in Indonesia continues to rise, offering products and services that compete with imports, particularly in the fashion industry. Buttonscarves, a notable success story, provides a range of high-quality products, from hijabs to other fashion items. Despite numerous accolades, the brand faces challenges in customer loyalty due to declining recommendations and complaints about product and service quality. This study analyzes the impact of product and service quality on customer loyalty, with customer satisfaction as an intervening variable. Data from 100 respondents in Jakarta, who have purchased Buttonscarves products more than three times, reveal that product quality influences customer loyalty, while service quality does not. However, both product and service quality affect customer satisfaction. Customer satisfaction fails to mediate the relationship between product quality and loyalty but successfully mediates the relationship between service quality and loyalty. This study recommends enhancing product and service quality to strengthen customer loyalty.

Keywords: Product Quality, Service Quality, Satisfaction, Loyalty.

Analisis Kepuasan Pelanggan Sebagai Variabel Intervening Terhadap Loyalitas
Pelanggan *Buttonsscarves* Di Jakarta

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Abstrak

Perkembangan brand lokal di Indonesia terus meningkat dengan produk dan layanan yang mampu bersaing dengan impor, termasuk di industri fashion. *Buttonsscarves*, salah satu contoh sukses, menawarkan berbagai produk berkualitas, seperti hijab hingga fashion item lainnya. Meski meraih banyak penghargaan, brand ini menghadapi tantangan loyalitas pelanggan akibat penurunan rekomendasi dan keluhan terhadap kualitas produk serta layanan. Penelitian ini menganalisis pengaruh kualitas produk dan layanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening. Data dari 100 responden di DKI Jakarta yang telah membeli produk *Buttonsscarves* lebih dari tiga kali menunjukkan bahwa kualitas produk berpengaruh pada loyalitas pelanggan, sedangkan kualitas layanan tidak. Kualitas produk dan layanan memengaruhi kepuasan pelanggan. Kepuasan pelanggan gagal memediasi hubungan antara kualitas produk dan loyalitas, tetapi berhasil memediasi hubungan antara kualitas layanan dan loyalitas. Studi ini merekomendasikan peningkatan kualitas produk dan layanan untuk memperkuat loyalitas pelanggan.

Kata Kunci : Kualitas Produk, Kualitas Layanan, Kepuasan, dan Loyalitas.