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## Factor Analysis on Product Quality that Contributes and Affects Customer Satisfaction (Case Study on Muslim Women's Fashion Clothing Brand in Malang Raya)

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### ABSTRACT

The purpose of this study is to determine the quality of Muslim Women's fashion products in Malang Raya when measured by the attributes of performance, specialty, reliability, conformity with specifications, durability, serviceability, and perceived quality; determine customer satisfaction of Muslim Women's clothing fashion product when measured by attributes of product quality, service quality, ease of getting products, prices, and how to advertise products, and determine the influence between product quality and customer satisfaction of Muslim Women's clothing fashion product in Malang Raya. The method used in this study was a quantitative descriptive method with data obtained through questionnaires with respondents of 78 Muslim female customers. The data analysis technique used in this study is multiple linear regression using the SPSS application. The result of this study is 7 attributes in the product quality variable including performance, privilege, reliability, suitability, durability, service ability and quality perceived by some respondents in this study have a high level and 5 attributes in the customer satisfaction variable include product quality, service quality, ease of getting products, prices, and how to advertise products most respondents in this study have a high level keep. Thus, it can be concluded that the research hypothesis that states there is a significant influence on the quality variables of Muslim Women's fashion products and variables related to customer satisfaction can be accepted and tested.

**Keywords:** *Clothing brand, fashion attributes, perceived quality, product quality, service quality.*



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## **INTRODUCTION**

Recently, fashion in Indonesia has experienced a very rapid development. The fashion industry as one of the creative industry sectors in Indonesia can contribute 50 percent to state income with export growth of 2-3 percent every year (Awalia et al., 2015). The development of fashion is supported by various factors, both local designers who are now increasingly potential and retail fashion that is experiencing rapid development. The development of Muslim fashion, especially in Indonesia, is increasingly heard. Muslim fashion has experienced significant development. This can be seen from the increasing number of social media that discuss Muslim fashion. As explained by Sandy (2018) economic statistics continue to skyrocket. Until mid-2016, data from the Ministry of Industry said, that of the 750 thousand clothing SMEs in Indonesia, as many as 225 thousand or 30 percent were Muslim fashion industries. In addition, throughout 2015 the export value of Muslim clothing reached Rp 58.5 trillion. This figure is 20% of Muslim fashion sales that are distributed to the export market. That is, 80% of products are traded to the domestic market. Although only 20% of Indonesian Muslim fashion products are exported, it turns out that this has positioned Indonesia among the top five member countries of the Organization of Islamic Cooperation (OIC) exporters of Muslim clothing on par with Bangladesh, Turkey, Morocco, and Pakistan.

Indonesia is a country with a large Muslim population, namely, 229 million Indonesians are adherents of Islam. This number reaches 87.2 percent of the total population of the country or 13 percent of the total Muslim population worldwide, this is also an indicator of the high demand for clothing for Muslim women. To continue to exist in the ever-growing fashion world, consumer satisfaction must be the main concern because if consumers are satisfied with products and services, they will be loyal and tend to give positive responses, comments, and assessments that will later influence potential consumers to buy products, especially Muslim women's fashion.

## **LITERATURE REVIEW**

### **1.1 Product Quality**

Kotler and Armstrong in Arifki & Nurtjahjani (2018) argue that product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Agustina (2019) also stated that product quality is a comprehensive evaluation by customers of good or positive value values from the performance of goods and services.

According to Kotler and Gary (2012) the dimensions of product quality that can be used are as follows:

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1. Performance relates to the functional aspects of the product and is an important characteristic considered by customers when they want to buy a product.
2. Features, which is the second aspect of performance that adds basic functionality related to options as it develops.
3. Reliability, which relates to the ability to provide services precisely and accurately and the possibility of a product carrying out its functions successfully in a certain period under certain conditions.

4. Conformance To Specification, which is how design and operating characteristics meet pre-established standards based on customer wishes.
5. Durability, which is a measure of the service life of a product, is related to the durability of that product.
6. Serviceability, which is a characteristic related to speed, friendliness or politeness, competence, comfort, easy repair, and satisfactory complaint handling.
7. Perceived quality, namely the image and reputation of the product and the company's responsibility for it in consuming the product.

## 1.2 Customer Satisfaction

According to Kotler and Keller (2019), customer satisfaction is the level of a person's feelings after comparing perceived performance or results with his expectations. Consumer satisfaction is an emotional assessment of consumers after consumers use a product, where the expectations and needs of consumers who use it are met. From the two notions of customer satisfaction above, it can be concluded that consumer satisfaction is the level of a person's feelings either happy or disappointed which comes from the results of a comparison between what is received and expectations of a product.

According to Lupyoadi (2013), there are five indicators for customer satisfaction, which are as follows:

1. Product Quality

Product quality is one of the main things considered in the company, quality is one of the important policies in improving. The main product competitiveness gives satisfaction to consumers that exceeds or at least equals the quality of products from competitors.

2. Quality of Service

According to Tjiptono (2014), service quality can be interpreted as an effort to meet consumer needs and desires and accuracy in its delivery in keeping pace with consumer expectations. According to Sugianto & Sugiharto (2013), service quality is complex, so to determine the extent of the quality of service, it can be seen from five indicators, namely: (1) Tangibles, which describe physical forms and services that will be received by consumers. Therefore, companies need to give a positive impression of the quality of services provided. (2) Reliability, namely the ability to provide promised services reliably and accurately. (3) Responsiveness, namely awareness or desire to help customers and provide services quickly. This dimension emphasizes accuracy in responding to consumer desires. (4) Assurance, namely knowledge, courtesy, and the ability to generate confidence and trust. This dimension includes aspects of knowledge possessed by employees and employee behavior toward consumers. (5) Empathy is personal care and attention given to consumers. This shows consumers through special services.

3. Convenience in acquiring products

Companies must make efforts so that customers can easily find and buy the products they offer to the public. Customers tend to avoid buying products that are complicated to find and like products that are easy to get. To overcome this, companies can use a reliable management information system. By conducting a comprehensive analysis of information on the products and services provided, customer satisfaction is easier to achieve.

4. Price

Price is an important element in a company, with the price, the company will get income for the sustainability of the company. In addition, price is also a tool that will be used as a process of exchange for goods or services by consumers. Price is an important element in the product exchange process to get the product he buys to meet his needs and wants. According to Kotler (2019), four indicators characterize prices, namely: (1) Price affordability. (2) Price conformity with product quality. (3) Price competitiveness. (4) Suitability of price with benefits

5. How to advertise a product

Another indicator of customer satisfaction is how the advertisement of a product looks. Companies must create product advertisements that are easy to understand and by their target market. Ads that have moral values and social aspects also tend to be liked by customers.

Based on the research framework above, the hypotheses that can be compiled are:

**H1:** Factors consisting of performance attributes, specialty, reliability, conformity to specifications, durability, serviceability, and perceived quality have a high contribution to customer satisfaction.

**H2:** Factors consisting of product quality attributes, service quality, ease of obtaining products, prices, and how to advertise products have a high contribution to product quality.

**H3:** The quality of Muslim women's fashion products has a positive and significant effect on the level of customer satisfaction.

## **METHOD**

The method used in this study is a quantitative research method, which is a research method based on concrete data or definite data that can be measured, such as numerical data that becomes a calculation test tool. Quantitative research is research that in the process uses a lot of numbers ranging from data collection, data interpretation, and the appearance of the results (Sekaran, 2017; Kumalasari, 2023). Research is carried out with the availability of data sources that help complete research, In a study, of course, a source is needed from where the data used as a reference for research comes from, the data sources used are primary data and secondary data. The population and sample used for this study are those who have an age range of adolescents, especially women (Muslimah) in Malang City (Kumalasari, 2023).

From the calculation results using the Slovin formula, the minimum number of respondents is 78 respondents. The questionnaire was distributed through an online method using Google Forms and respondents filled it out independently or self-administered questionnaire (Kumalasari, 2023). The present research developed the multivariate data analysis to measure the customers' satisfaction with 2 latent variables. The data were analyzed by using multiple linear regression. The details of the indicators are presented in Table 1 below. The latent variables are comprised of Product Quality and Customer Satisfaction. The 13 dimensions are measured with 30 indicators.

**Table 1.** The Definition of Operational Variable

No	Variable	Attribute	Indicator
1	Product Quality (X1)	Performance	The product can function properly Can protect the body Convenient to use
		Features	Newest model Increase confidence in the wearer Limited product The ability of employees to provide services
		Reliability	Able to guarantee product quality Design according to customer's wishes The clothing model is in accordance with the Company's vision and mission
		Conformance To Specification	Not easily damaged Durable and does not fade easily Satisfactory complaint handling. Fast response by administrator Admin friendly
		Durability	Good brand reputation Selection of suitable representative models
		Serviceability	Warranty
Perceived Quality			
2	Consumer Satisfaction (Y)	Product Quality	Products live up to expectations Product is in higher quality than similar products
		Service Quality	The service provided is in accordance with customer expectations. Accuracy in its presentation in balancing consumer expectations
		Convenience in getting Products	Easy ordering and purchasing system Products are easy to get Products are in line with expectations Price according to product quality Prices according to product benefits Priced
		Price	Competitive price with similar competitors Products are well represented Easy pod ads Understand
How to advertise a product			

Source: (Agustina, 2019; Kotler and Gary, 2012; Nurtjahjani, 2018; Asmara, 2017; Tjiptono, 2014; Santoso, 2019; Hartadi & Husda, 2020), date (21, February 2024)

## RESULTS AND DISCUSSION

This study gathered 78 respondents with a division of the age range of 21-25 amounted to 56 people (71.8%), then female customers in the age range of 15-20

amounted to 11 people (14.1%), then female customers in the age range of 26-30 amounted to 9 people (11.5%) and finally female customers in the age range of 31-35 amounted to 2 people (2.6%). It is known that female customers of Muslim women's clothing fashion products are most in the age range of 21-25 (71.5%) and the least come from female customers aged 31-35 (2.6%). The majority of respondents of Muslim women's clothing fashion products rated that the quality of their products in general was high. This product quality variable consists of 7 attributes which include performance (contributing 51.3%), excellence (contributing 39.7%), reliability (contributing 51.3%), conformity to specifications (contributing 52.6%), durability (contributing 52.6%), serviceability (contributing 32.1%), and perceived quality (contributing 59%).

Based on research conducted by respondents of Muslim women's clothing fashion products, they considered that customer satisfaction in general was high. This service quality variable consists of 5 attributes which include product quality (contributing 53.8%), service quality (contributing 55.1%), price (contributing 29.5%), and ease of getting products (contributing 42.3%), and how to advertise products (contributing 42.3%). Based on the calculation results in this study, a correlation result of 0.728 means a significant correlation and a significance result of  $0.000 < 0.05$  is obtained. This can be interpreted that there is a significant influence between the quality of Muslim fashion products and the level of customer satisfaction (Y). There is a significant influence between the quality of Muslim women's fashion products on the level of customer satisfaction (Y). The quality of Women's Muslim fashion products included in the high category has been able to make customers feel satisfied. This is in line with Nurtjahjani's (2018) which explains that product quality and service quality simultaneously have a significant effect on consumer satisfaction.

## **CONCLUSIONS**

1. Product quality variables consisting of 7 attributes including performance, specialty, reliability, suitability, durability, serviceability, and quality perceived by respondents in this study have a high contribution to customer satisfaction.
2. Customer satisfaction variables consisting of 5 attributes include product quality, service quality, ease of getting products, prices, and how to advertise products most respondents in this study have a high contribution to customer satisfaction.
3. There is a significant influence of the variable quality of Muslim women's clothing fashion products (X) on customer satisfaction (Y).
4. There are limitations regarding sampling, whereby the number of samples must be added in the future to improve the accuracy of the coefficient results. Further research also considers adding new variables to decipher representations of how customer satisfaction can be evaluated.

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