

Analyzing the Effect of Product Quality on Consumer Satisfaction at Shoe and Sandal Stores in Bogor Regency

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Abstract

Purpose: This study aims to examine the effect of product quality on consumer satisfaction in shoe and sandal stores in Bogor Regency, Indonesia.

Research Methodology: The study employs a quantitative descriptive approach using a questionnaire for data collection. A sample of 92 respondents was selected through accidental sampling. Data analysis was performed using simple linear regression to assess the relationship between product quality and consumer satisfaction.

Results: The results reveal that product quality has a significant positive effect on consumer satisfaction. The regression analysis shows a positive relationship with a significance level of 0.000, indicating that higher product quality leads to increased consumer satisfaction.

Conclusions: This finding confirms the hypothesis that better product quality leads to higher consumer satisfaction, which in turn can foster customer loyalty and repeat purchases.

Limitations: The study is limited to a specific geographic area (Bogor) and a particular product category (shoes and sandals), which may limit the generalizability of the findings to other regions or industries.

Contributions: This research highlights the importance of product quality in consumer satisfaction and offers valuable insights for retail businesses, particularly in the footwear sector, aiming to improve customer retention and competitive advantage.

Keywords: *Consumer Satisfaction, Footwear Industry, Product Quality, Retail Business.*

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1. Introduction

In modern times, shoes and sandals are one of the products that can support one's appearance in activities, especially among teenagers (Braithwaite, 2021; Rahman, 2018). The use of shoes and sandals with well-known brands is considered to make a person look more confident and can affect a person's lifestyle (Herawati et al., 2019; Prijono et al., 2021). For this reason, consumers usually look more at the quality of the product, which is in accordance with their lifestyle, so that they feel satisfied (Dermawan et al., 2021; Zhang et al., 2021). Shoe and sandal manufacturers exploit this phenomenon by issuing various types and brands in Indonesia. Manufacturers of shoes and sandals are competing to design their products in such a way as to attract consumers to buy their products. Manufacturers of shoes and sandals are the main focus of customer satisfaction (Adulyanukosol & Silpcharu, 2020; Saputra & Kusnadi, 2021).

Customer satisfaction is the customer's response to the discrepancy between the previous level of interest

and the actual performance he feels after using it, as defined by [Anggraini \(2020\)](#), [Masrufah \(2018\)](#), and [Suyanto et al. \(2021\)](#). Achieving customer satisfaction is a powerful weapon for companies to enter the arena of competition, achieve a competitive advantage, and being able to increase market share, as defined by ([Arikunto, 2016](#); [Kotler & Keller, 2016b](#)). To achieve customer satisfaction, a firm requires the commitment of the company's management as well as a proper knowledge of customer desires and perceptions. Customer satisfaction is an after-purchase evaluation in which the chosen alternative is at least equal to or exceeds consumer expectations ([Antonides & Hovestadt, 2021](#); [Susanto et al., 2021](#)). [Daga \(2017\)](#) and [Ghozali \(2016\)](#) state that satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) against their expectations. If the performance fails to meet expectations, the consumer is dissatisfied; otherwise, if it meets expectations, the consumer will be satisfied. To ensure customer satisfaction, the quality of service must be improved. Satisfying consumer needs is the desire of every company ([Haifa et al., 2021](#); [Mokhtar & Sjahruddin, 2019](#)).

In addition to important factors for the survival of the company, satisfying consumer needs can increase their advantage in the competition. Consumers who are satisfied with products and services tend to buy reuse products and reuse services when the need arises, and the same reappears at a later date ([Chen & Chen, 2019](#); [Simpson et al., 2019](#); [Van den Berge et al., 2021](#)). This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume. When consumers are satisfied with the services offered, the company will receive responses and feedback directly from consumers and also give a positive sign that the company pays attention to its consumers ([Beckers et al., 2018](#); [Nasr et al., 2018](#); [Stevens et al., 2018](#)). The purpose of a business is to create satisfied customers. Every person or organization (company) must work with internal and external customers to meet their needs in collaboration with internal and external suppliers to create consumer satisfaction. To win the competition, companies must display the best product quality and be able to meet consumer tastes that are always changing and developing.

According to [Daga \(2017\)](#), product quality is the characteristics of a product or service that depend on its ability to satisfy stated or implied customer needs". Product quality is the product's ability to exhibit a variety of functions, including durability, reliability, accuracy, and ease of use ([Felicia, 2016](#); [Masrufah, 2018](#)). Product quality is important for consumer satisfaction. If the quality of the product produced is good, then consumers tend to be satisfied, whereas if the quality of the product is not as expected by consumers, consumers will divert their purchases to other similar products ([Mahsyar & Surapati, 2020](#)). Often, consumers' minds are already imprinted that certain company's products are of much higher quality than competitors' products, and consumers will buy products they believe are of higher quality. Although consumers have different perceptions of product quality, they will choose products that satisfy their needs ([Ramlawati & Kusuma, 2018](#); [Sari & Giantari, 2020](#)). Shoe stores have provided good quality shoe products to create customer satisfaction in accordance with consumer expectations. The Covid-19 Pandemic has affected all aspects of life globally, both in the business world and in the global world, including shoe and sandal shops, which usually sell around, meet directly with consumers to make the bidding process easier with shop owners for purchases. However, due to the influence of Covid-19, the marketing activities of the shoe and sandal shops experienced a decline in sales ([Donthu & Gustafsson, 2020](#); [El Keshky et al., 2020](#); [Srivastava & Agarwal, 2020](#)).

According to the owner of a shoe and sandal shop in Bogor City, in 2019 before the pandemic, total income in 1 year reached 14,600 thousand, while in 2020 it decreased to 7,300 in sales in 1 year, then in 2021 it rose slightly by 10,950, this is due to This is because the government has reduced activities outside the home and crowded places in order to suppress the spread of the Covid-19 virus. COVID- 19 pandemic has made traders restless. This is due to the weakening purchasing power of people due to decreased income. One of the reasons for this decline in income was layoffs (PHK) due to the Covid-19

pandemic. In addition to layoffs, income decreased due to salary reductions and decreased business turnover (Erokhin & Gao, 2020; Gu et al., 2021; Saif et al., 2021).

Based on the above background, the main question of this research is whether product quality is related to customer satisfaction. This study aimed to provide an answer to the problems faced by the company by analyzing the influences such as product quality is related and has an effect on customer satisfaction.

This research is expected to be an input for companies, especially shoe and sandal shops in Bogor to maintain product quality and recommendations to determine consumer wants and needs by strengthening consumer satisfaction so that consumers will make repeat purchases and become loyal customers. The company is not worried about the results of their income and will increase their consumer satisfaction. This research can be used as a provision of knowledge to add insight and knowledge for further research to increase knowledge and can be useful as a reference that can be taken into consideration, which is related to product quality and consumer satisfaction. It can also be used as a reference that can be taken into consideration for students in conducting research with the same object or problem and developing it in the future.

2. Literature Review & Hypothesis Development

2.1 Customer Satisfaction

In essence, the purpose of a business is to create and retain customers. In the traditional view, consumers are people who buy and use products. All management efforts are directed at one main goal, namely, the creation of customer satisfaction. Consumer satisfaction is a measure of customer expectations of a company's product or service as long as it is used by customers" (Felicia, 2016). Meanwhile, according to Kotler and Keller (2016a), consumer satisfaction is the level of consumer feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) to their expectations. Gaspersz (2015) and Sumaryadi and Kusnadi (2021), adds that consumer satisfaction can be defined as a condition where the needs, desires, and expectations of consumers can be fulfilled through the products consumed by them.

Definitions above, it is known that consumer satisfaction is the level of one's feelings when receiving the product or service offered and comparing the performance of the product or service with consumer expectations (Norawati et al., 2021; Nunuh & Wulandari, 2021; Suchánek & Králová, 2018). Consumer expectations play an important role and have a significant influence on determining and evaluating product (goods and services) quality. Consumers use their expectations as a standard and reference. Consumers are people who receive the work of a person or an organization; only they can determine what the quality is and convey what and how their needs are. Satisfied customers are loyal for a longer time, are less price-sensitive, and make favorable comments about the company (Bungatang & Reynel, 2021; Subaebasni et al., 2019).

2.2 Product Quality

Product quality is something that needs the main attention of the company. Every company must have a level of quality that will help or support efforts to improve or maintain the product's position in its target market. Companies that provide the best quality products are prioritized because they can create loyal customers. Products offered with poor quality can cause customers to tend to be disloyal. Therefore, the purchase was switched to other companies that offer similar products (Anggraini, 2020). Product quality refers to the suitability of a product for use (fitness for use) to meet consumer needs and satisfaction.

2.3 Conceptual Framework

2.3.1 Effects of Product Quality on Customer Satisfaction

- 1) [Anggraini \(2020\)](#) Islamic University Riau Weekend, Research title The Effect of Product Quality on Purchase Decisions at the MTC GIANT Panam Panam Baru Bata Shoe Store according to Sharia Economics. The results showed that product quality had a positive and significant effect on purchasing decisions at the Bata Shoe Store MTC GIANT Panam Pekanbaru according to Islamic economic principles.
- 2) [Pambudhi \(2020\)](#), Islamic Institute Purwokerto, with research title Effect of Product Quality, brand image, and advertising on shoe purchasing decisions at Sports Station Rita Supermall Purwokerto. The results show that (1) product quality positively affects purchase decisions. Product quality, brand image, and advertising simultaneously affect purchasing decisions.
- 3) [Atikah \(2018\)](#) University of North Sumatra. Research title The Effect of Product Quality, Price, and Promotion on Adidas Shoes Purchase Decisions among Students of the Faculty of Economics and Business, University of North Sumatra. The results showed that product quality, price, and promotion had significantly positive effects on purchasing decisions.
- 4) [Diana \(2017\)](#), Sanata Dharma University Yogyakarta, Research title: The Effect of Product Quality, Service Quality, and Price on Consumer Satisfaction: A Case Study of Viola Ladies Boutique in Yogyakarta. The results showed that product quality, service quality, and price affect consumer satisfaction, while product quality does not affect consumer satisfaction at Viola Ladies Boutique in Yogyakarta.

The essence of a business's purpose is to create and retain customers. In the traditional view, consumers are people who buy and use products. All management efforts are directed toward one main goal, namely, the creation of customer satisfaction. According to [Daga \(2017\)](#), there are four indicators: Repurchase a product customers will return to buy a product provided by the same company, b. Creating Word-of-Mouth consumers will say good things they feel about the company to others, c. Creating a brand image for customers only pay attention to the same particular company brand and will pay less attention to the brands and advertisements of competitors' products, d. Making purchasing decisions in the same company involves purchasing another product from the same company.

This research also have a related of theories and indicators such as defined by [Sutrisno \(2019\)](#) that product quality is the ability of a company to give identity or characteristics to each of its products so that consumers can recognize the product. There are 8 (eight) product quality indicators, which are as follows: first, performance, namely the main characteristics or functions of a product that we buy. Usually, this is our first consideration when buying a product. Second, Additional features, namely, additional characteristics or characteristics that complement the product. Third, Reliability, namely, the probability of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions. Fourth, conformance to specifications, namely, the extent to which the design and operating characteristics meet predetermined standards. Fifth, durability is related to how long a product can continue to be used. Sixth, aesthetics, namely the appeal of the product to the five senses. Seventh, perceived quality refers to consumer perceptions of the overall quality or superiority of a product. Usually, due to the lack of knowledge of the buyer about the attributes or characteristics of the product to be purchased, the buyer perceives its quality from the aspect of price, brand name, advertising, company reputation, and country of manufacture. The end of this indicators are ease of repair (serviceability), include speed, convenience, and satisfactory complaint handling processes. The services provided are not limited to just before sales but also during the sales process to after-sales, including repair services and the availability of the required components.

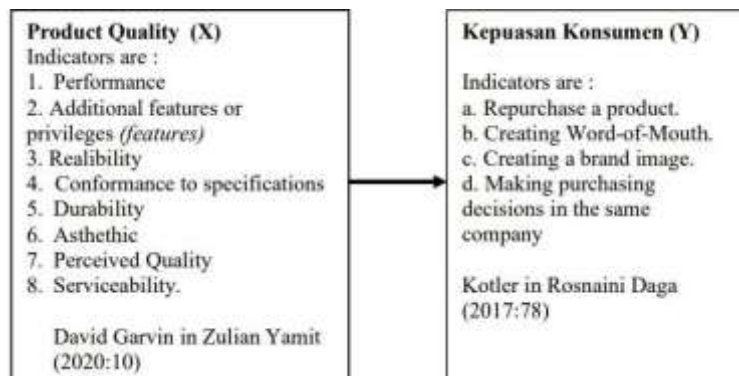


Figure 1. Conceptual Framework

2.4 Hypothesis Development

There is a relationship between product quality and consumer satisfaction. So, product quality (X) has a positive effect and is significant to consumer satisfaction (Y).

3. Methodology

This research is quantitative and uses the SPSS 17 version program analysis tool. The number of respondents was 92 employees of Alfamart Retail Industries. The sampling technique in this study was purposive accidental sampling using the Solvin formula.

3.1 Research Design

This study adopts a quantitative research design, employing a descriptive approach to examine the relationship between product quality and consumer satisfaction in shoe and sandal stores in Bogor Regency. The study utilizes accidental sampling to select 92 respondents who have purchased shoes and sandals from the selected stores during 2021. Data was collected through a questionnaire that assessed consumer perceptions of product quality and satisfaction. The data analysis employed simple linear regression to examine the relationship between the two variables.

3.2 Data Collection

Data were collected using a structured questionnaire distributed to 92 respondents. The sampling technique used was accidental sampling, meaning that respondents were chosen based on their chance encounter with the researcher while shopping in Bogor's shoe and sandal stores. The survey included questions on product quality and customer satisfaction, based on performance indicators for both variables.

3.3 Data Analysis

Data analysis was performed using SPSS 17, with simple linear regression being used to test the relationship between product quality (X) and consumer satisfaction (Y). Validity and reliability tests were conducted on the data, confirming the suitability of the instruments. The reliability coefficients for product quality and consumer satisfaction were both above 0.6, indicating that the instruments were reliable. The t-test results also confirmed that product quality significantly affects consumer satisfaction.

4. Results and Discussion

4.1 Results

Table 1. Gender of Respondents

No	Gender	Amount	Percentage
1	Man	24	26%
2	Woman	68	74%
	Total	92	100%

Source: Processed Primary Data (2022)

Table 2. Age of Respondents

No	Age	Amount	Percentage
1	18-24	51	56%
2	25-30	32	35%
3	36-45	6	6%
4	40-50	3	3%
	Total	92	100%

Source: Processed Primary Data (2022)

Based on the information in Table 1, it can be seen that of the 92 respondents, the number of respondents who are male as many as 24 (26%) while the female sex is 68 people (74%) are respondents. Based on the information in Table 2 above also, it is known that from 92 respondents, the number of respondents aged 18-24 years were 51 people, aged 25-30 were 32 people, aged 36-45 were 6 people, and ages 40-50 years were 3 people. Judging from the age level of the respondents, it can be seen that of the 92 respondents, most of the respondents (56%) were respondents aged 18-24 years.

Table 3. Education of Respondents

No	Education	Amount	Percentage
1	SLTA/SMA	51	56%
2	D3	23	25%
3	S1	16	17%
3	S2	2	2%
	Total	92	100%

Source: Processed Primary Data (2022)

Based on the information in Table 3 above, it is known that of the 92 respondents, the number of respondents indicated that 56% or 51 respondents had their last education high school/high school, while 25% or 23 respondents had their last education D3, and for S1 as many as 17% or 16 respondents, and the last 2% or 2 respondents whose last education was S2. Thus, it can be seen that the majority of respondents have the SMA/SMA as their highest level of education.

Table 4. Respondents of Marital Status

No	Marital Status	Amount	Percentage
1	Not Married	58	63%
2	Married	32	35%
3	Widower	2	2%
	Total	92	100%

Source: Processed Primary Data (2022)

Table 5. Respondents of Occupation

No	Education	Amount	Percentage
1	Student	42	45%
2	Government Employees	22	24%
3	Private Employees	11	12%
4	Housewife	3	3%
5	Laborer	12	13%
6	ABRI	2	2%
	Total	92	100%

Source: Processed Primary Data (2022)

Based on the information in Table 4 above, it is known that from 92 respondents, the number of marital status of respondents who are unmarried is 58 people, 63% of respondents, while 32 people are married, 35% of respondents, and widowers / widows are 2 people, 2% of respondents. It can be seen that out of 92 respondents, the majority were unmarried. Meanwhile, The information of Table 5 on the table above, it is known that out of 92 respondents, 42 respondents (45%), civil servants (24%) were students, 11 were private employees (12%), and 3 were housewives (3%). There are the majority of respondents were students, with 12 workers (13%) and 2 people (2%) from ABRI.

Table 6. Item Validity Test Results Service Quality Variable (X)

Variable	Item	r-count	r-table	Conclusions
Quality Product	Item 1	0,690	0,178	Valid
	Item 2	0,695	0,178	Valid
	Item 3	0,650	0,178	Valid
	Item 4	0,579	0,178	Valid
	Item 5	0,637	0,178	Valid
	Item 6	0,397	0,178	Valid
	Item 7	0,680	0,178	Valid
	Item 8	0,633	0,178	Valid
	Item 9	0,615	0,178	Valid
	Item 10	0,701	0,178	Valid
	Item 11	0,232	0,178	Valid
	Item 12	0,275	0,178	Valid
	Item 13	0,347	0,178	Valid
	Item 14	0,223	0,178	Valid
	Item 15	0,283	0,178	Valid

Source: Processed Primary Data (2022)

Based on Table 6 the product quality variable (X) of the 15 statement items is valid, this can be seen from the product moment correlation value (r-count) for each statement item which is greater than the r-table value of 0.178 (significant level 5% and $n = 92$), Thus the 15 items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

Table 7. Item Validity Test Results Customer Satisfaction Variable Y

Variable	Item	r-count	r-table	Conclusions
Consumer Satisfaction	Item 1	0,615	0,178	Valid
	Item 2	0,641	0,178	Valid
	Item 3	0,628	0,178	Valid
	Item 4	0,440	0,178	Valid
	Item 5	0,652	0,178	Valid
	Item 6	0,417	0,178	Valid
	Item 7	0,428	0,178	Valid
	Item 8	0,692	0,178	Valid
	Item 9	0,328	0,178	Valid
	Item 10	0,695	0,178	Valid
	Item 11	0,461	0,178	Valid
	Item 12	0,301	0,178	Valid
	Item 13	0,409	0,178	Valid
	Item 14	0,419	0,178	Valid
	Item 15	0,345	0,178	Valid

Source: Processed Primary Data (2022)

Based on the statement from Table 7 the Employee Performance variable (Y) of the 15 statement items

is valid, it can be seen from the product moment correlation value (r count) for each statement item which is greater than the r-table value of 0.178 (significant level 5% and $n = 92$), Thus the 15 items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

Table 8. Reliability Test Results

Variable	Value of Alpha	Conclusion
Product of Quality (X)	0,862>0,6	Reliable
Costumer Satisfaction (Y)	0,857>0,6	Reliable

Source: Processed Primary Data (2022)

Based on Table 8 shows that the instrument for each research variable is reliable, because count > 0.6 on the product quality variable has count 0.862 > 0.6 and Consumer Satisfaction variable has count 0.857 > 0.6. Test Descriptive statistical analysis is used to find out the picture, in describing each research variable is to make a rating scale. The calculation of the rating scale is by multiplying the entire frequency of the data by the weighted value.

Hypothesis Testing

Table 9. Results of Test T

Coefficients*						
Model	Unstandardized Coefficients	Standardized Coefficient			Sig.	
	B	Std.Error	Beta	t		
1	(Constant)	24.125	6.462		3.733	.000
	Quality Product	.491	.107	.434	4.576	.000

Source: Processed Primary Data (2022)

Based on the results of the t-test above, the t table value of the product quality variable is 0.178 (obtained by finding the value of $df = n - k - 1 = 16 - 3 - 1 = 12$, and value of = 5% is divided into two, namely 5%: $2 = 0.025$) and the t count is 4,576. Because the value of t count > t table is $4,576 > 0.178$. So, it can be concluded that H_0 is rejected, and H_a is accepted, which means that product quality affects consumer satisfaction. And based on the tcount significance of 0.000 which is smaller with a value of 0.05. The results of the t-test for the product quality variable (X) obtained the t-count value of 4.576 and t-table 0.178 ($df=92$) with a significance level of 0.000; because t count > t table ($0.000 > 0.05$), and the significance is smaller than 0.05 ($0.000 < 0.05$), then the regression coefficient has a positive value of 4.576, the hypothesis which states that "product quality (X) has an effect on positive on consumer satisfaction (Y)," proved.

4.2 Discussion

4.2.1 Service Quality Has Positive and Significant Effect od Customer Satisfaction

Based on the analysis results show that product quality (X) is positively and significantly related to customer satisfaction (Y) at the Shoe and Sandals Store in Bogor. This is evidenced by the results of calculations that have been carried out, the relationship between the product quality variable (X) and consumer satisfaction (Y) is 0.434 while the significance value is 0.000, thus the two variables have a significance value smaller than 0.05, namely ($0.000 < 0.05$) so that the relationship is declared linear.

Based on testing of 92 respondents who buy shoes and sandals at a shoe and sandal shop in the city of

Bogor. This test, statistically proves that product quality (X) is related (effect) to consumer satisfaction (Y) at a shoe and sandal shop in the city of Bogor.

5. Conclusions

The study concludes that product quality has a positive and significant impact on consumer satisfaction at shoe and sandal stores in Bogor. This finding confirms the hypothesis that better product quality leads to higher consumer satisfaction, which in turn can foster customer loyalty and repeat purchases.

5.1 Research Limitations

This research has several limitations. First, the study only sampled respondents from Bogor Regency, which may limit the generalizability of the findings to other regions. Second, the use of accidental sampling may introduce biases in respondent selection. Finally, the study only considers product quality and consumer satisfaction, without examining other factors such as price or marketing strategies that could also affect consumer behavior.

5.2 Suggestions and Directions for Future Research

Based on the conclusions, the researcher provides the following suggestions:

- 1) Based on the results of the research and the conclusions described above, there are several suggestions that can be used as input and consideration for itinerant shoe sellers. The suggestions from the author are as follows: For mobile traders, sales activities in marketing shoe and sandal products are not only done at home and around, but can be done online using social media, to expand market share through marketing applications and sales via Facebook, Instagram and WhatsApp.
- 2) For further research, it can guide and foster business owners to download several applications that can be used to market products on social media.

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Author Contributions

AA contributed to conceptualization, study design, and data collection. M contributed to formal analysis and writing of the original draft. MIR contributed to writing—review and editing, and final approval of the manuscript.

Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this research.

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