



Open Access Indonesia Journal of Social Sciences

Journal Homepage: <https://journalsocialsciences.com/index.php/OAIJSS>

The Effect of Design, Brand Image and Personal Selling on Customer's Loyalty through Customer's Satisfaction: A Study on Darbost T-Shirt's Customers in Jakarta

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ARTICLE INFO

Keywords:

Product design
Brand image
Personal selling
Customer's loyalty
Customer satisfaction

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All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/oaijss.v4i1.37>

ABSTRACT

The purpose of this research is to study the effect of product design, brand image, and personal selling on customer loyalty through customer satisfaction studies on consumers of darbost t-shirts in Jakarta and to provide suggestions on how PT. Darbost Garment Industri can increase customer satisfaction by increasing the aspects that influence it. For the independent variables: product design (X1), brand image (X2), personal selling (X3), the dependent variable is customer loyalty (Y) and the intervening variable is customer satisfaction (Z). This research approach is quantitative research according to the questionnaire. The sample used was 150 respondents. The results of this study indicate that each of the dimensions of product design, brand image and *personal selling* directly has a positive and significant effect on customer satisfaction. Customer satisfaction directly has a positive and significant effect on customer loyalty. And from each dimension of product design, brand image and personal selling indirectly affect customer loyalty through customer satisfaction.

1. Introduction

In Indonesia, the development of fashion has been quite rapid with the support of the creativity and innovation of young designers. Fashion is a necessity for the general public to be used in everyday life. It is not uncommon for people to buy or use quality or *branded* clothing. Lifestyle also affects today's *fashion trends*. Along with the progress of the concept of globalization which makes it easier for western culture to enter Indonesia, fashion trends in Indonesia itself have undergone drastic changes. The lifestyle of the Indonesian people today is not slightly influenced by western culture.

Modern Indonesian society, which in fact are young people, has begun to be moved to participate in enlivening the competition for fashion trends in Indonesia. This is marked by the proliferation of clothing-lines and distributions in major cities in Indonesia. Clothing is a business term for the production of apparel, bags, shoes and clothing accessories, most of which are in youth style and are made in limited quantities. Meanwhile, distributions are the business of marketing products produced by the clothing industry. These two businesses depend on each other, the competition is very fierce, a strong strategy is needed to maintain the business so that it



does not go out of business.

Companies are also required to be ready to face increasingly fierce business competition with other garment companies from around the world to face globalization which is often said to be the era of a world without borders. Thus, the environment faced by a company will also become increasingly complex. Nationally, although export is one type of business that can provide additional / foreign exchange income, the complexity of competition faced by these companies will force each company to always try to improve its services to consumers.

Amalia (2017) states that product design, brand image, and personal selling are able to predict a positive and significant effect on customer loyalty, while according to (Venessa & Arifin, 2015) that trust is proven to affect customer loyalty positively but does not have a significant effect. Other factors that can affect customer loyalty include product quality and brand image. The company should be able to provide a good product design and brand image so that customers are satisfied when making a purchase. This study aims to analyze the effect of product design, brand image, and personal selling and to analyze customer loyalty on customer satisfaction of Dasbort t-shirts in Jakarta.

1. Literature Review

One of the main forms of fashion business strategy is product design. According to (Assauri, 2011): "Products are goods or services produced for use by consumers in order to meet their needs and provide competition." So the design of a fashion product greatly influences the behavior of the product or not. There are several marketing strategies for fashion products, namely (1) extreme motives that lead to modern or classic, (2) the materials used must be comfortable to wear, strong, and durable, (3) the appearance of fashion must be attractive and neat, (4)) the design must be in accordance with the condition

of the segment (geographic, demographic, and psychographic) and follow the trend, (5) the color of the fashion must be soft, not fade and have characteristic motifs, be flexible, easy to maintain, (7) in making decisions about the design and price takes into account the positioning of competitors that have become a market trend, (8) chooses a particular segment focus for the first step, (9) prepares each motif, (10) displays a different color for each year by issuing a new model every month, (11) prepares anticipation for the possibility of change by predicting a minimum period of two years (arasyalimudin.blogspot.com, 2011).

The brand image that must be improved considering the large number of clothing-lines and distributions that sell t-shirts with various brands, therefore PT. Darbost Garment Industri must always improve its existing brand image. According to Kennedy in (Nurhayani & Suryano, 2019), the word image is often interpreted as identity or reputation in a narrower sense as the internal perception of the company that employees believe in. Meanwhile, according to Davies et al in (Nurmiati, 2016) it is said that image is interpreted as a view of the company if external shareholders, especially by customers. The right marketing method will also affect sales, especially Darbost brand t-shirts, therefore choosing the right marketing strategy will be profitable for both the company and consumers, one of which has been done by PT. Darbost Garment Industry that uses the marketing method with personal selling, which is a form of oral presentation in a conversation with someone or more prospective purchases with the aim of increasing the realization of product sales. According to (Swastha, 2008), Personal Selling is the interaction between individuals, meeting each other face to face aimed at creating, improving, controlling, or maintaining mutually beneficial



exchange relationships with other parties. According to (Tjiptono & Fandy, 2015), Personal Selling is direct (face-to-face) communication between sellers and prospective customers to introduce a product to potential customers and form an understanding of the product so that they will then try to buy it. From the above opinion, it can be concluded that personal selling is a face-to-face two-way communication between the seller and the prospective buyer to introduce the product being offered, so that it can be beneficial for both parties.

Besides the influence of product design, brand image, and personal selling also affect the increase in sales volume. Many of the clothing lines and distributions went out of business due to lack of promotion. Promotion can be done in various ways, namely by using modern techniques and the most attractive is increasing sales because the competition is getting tighter. According to (Alma, 2018b) the objectives of promotion towards sales are: attracting buyers, giving gifts / rewards to old consumers or customers, increasing the repurchase power of old consumers, preventing consumers from running to other brands, popularizing brands / increasing loyalty, and increasing sales volume short term in order to expand the long term "Market Share".

The high loyalty of darbest brand t-shirts customers is in accordance with the buying behavior that is usually shown by loyal customers (Kotler & Armstrong, 2014). Kotler concluded that the buying behavior in a loyal customer shows similarities in four traits, namely repeated purchases, purchasing products from the same company, encouraging others to use the same product, and a tendency to ignore competitors' products. In addition, customer loyalty or consumer loyalty can be interpreted as a form of commitment to a brand, store or company, based

on a very positive attitude reflected in consistent repeat purchases. Customer loyalty can also be interpreted as an attitude of consumers' willingness to continue purchasing at a company for a long period of time and use the product or service repeatedly, and recommend it to others voluntarily.

Clothing-lines in Indonesia have started to market their products not only in separate circles, clothing-line business players have expanded their sales through big cities and even small cities or districts by opening their own distributions or consigning with other distributions. Distribution is an important part of marketing fashion products and includes company activities in making products available to target consumers (Kotler & Armstrong, 2012). Distribution is included in one of the marketing strategies in the clothing-line business. Marketing is a business philosophy which states that satisfying consumer needs is an economic and social condition for the company's survival.

2. Methods

This study uses a quantitative approach with non-experimental methods. According to Karlinger (2002), this research method is also called Ex-post Facto. The structural equation of Customer Loyalty (LP) explains the causal relationship of changes in LP if there is a change in the independent variables, namely Product Design (DP), Brand Image (CM), and Personal Selling (PS), or $LP = f(DP, CM, PP)$. While the structural equation for Customer Satisfaction (KP) describes the causal relationship between changes in Customer Satisfaction (KP) and changes in Product Design (DP), Brand Image (CM), and Personal Selling (PS), or $KP = f(DP, CM, PP, LP)$. So that the structural equation of exogenous variables to endogenous variables is as follows:

The structural similarities of the direct influence between DP, CM, and PP on LP are:



$$LP = b1 DP + b2 CM + b3 PP + e$$

LP = The dependent variable Customer Loyalty

b1 = Product Design variable regression coefficient

b2 = Brand image variable regression coefficient

b3 = Regression coefficient of Personal Selling variable

e = Error

The structural similarities between the direct and indirect effects (through KP) between DP, CM, PP and LP through KP are:

$$KP = b4 DP + b5 CM + b6 PP + b7 LP + e$$

KP = dependent variable Customer Satisfaction

b4 = Product Design variable regression coefficient

b5 = Brand image variable regression coefficient

b6 = Regression coefficient of Personal Selling variable

b7 = Customer Loyalty variable regression coefficient

e = Error

This research data collection using a questionnaire. The determination of the respondent's score for primary data is carried out using a Likert scale in intervals of 1 to 5. This measurement uses questions and in responding to these questions, the subject chooses one of the four alternative answers according to the condition of the subject. Alternative answers include strongly disagree with the value / score of 1 (one) to strongly agree with the value of 5 (five). The population in this study were 250 customers. The sampling technique used purposive sample. The data analysis technique used is path analysis. Path analysis (path analysis) is used to analyze the relationship between variables in order to determine the direct or indirect effect between the independent variable (independent) and the dependent variable (dependent).

3. Results and Discussion

Based on the research results obtained 150 respondents consisting of 84 men and 66 women. The characteristics of the research respondents are described in table 1.

The results of the analysis of the distribution of answers to the questionnaire for each research variable can be presented as follows:

The results of the questionnaire data description of the product design variables

The results of descriptive analysis of respondents' answers to each indicator of the Product Design variable are presented in the following table:

Table 2 shows that most of the respondents answered agree (39%). The results of the analysis on the average of all respondents' answers to the Product Design variable amounted to 4.03. The results above show that the highest product design on the conformity quality indicator is 4.11, and the lowest is on the product characteristics of 3.96. These results can be illustrated in the following diagram.

In the diagram above shows that the distribution results of the highest Product Design answers on the agreed answers are 39% and the lowest results on the answers strongly disagree, namely 2%.

The results of the questionnaire data description of the brand image variable

The results of descriptive analysis of respondents' answers to each indicator of the brand image variable are presented in the following table:

Table 3 shows that most respondents answered strongly (41%). The results of the analysis on the average of all respondents' answers to the Brand Image variable amounted to 4.07. The results above show that the highest brand image on the Reputation indicator is 4.11, and the lowest is the strength indicator at 3.97. These results can be illustrated in the following diagram:



In the diagram above shows that the distribution results of the highest Brand Image answers are very agreeable, which is 41% and the lowest results are strongly disagree, namely 2%.

The results of the personal selling variable questionnaire data description

The results of descriptive analysis of the respondents' answers to each indicator of the personal selling variable are presented in the following table:

Table 4 shows that most respondents answered agree (40%). The results of the analysis on the average of all respondents' answers to the personal selling variable were 3.84. The results above indicate that the highest personal selling is on the empathy indicator at 3.96, and the lowest is on product knowledge at 3.79. These results can be illustrated in the following diagram:

The diagram above shows that the distribution results of personal selling answers are highest in agreeing answers, namely by 40% and the lowest results on strongly disagreeing answers, namely by 2%.

The results of the questionnaire data description of the customer satisfaction variables

The results of descriptive analysis of respondents' answers to each indicator of the Customer Satisfaction variable are presented in the following table:

Table 5 shows that most respondents answered strongly (34%). The results of the analysis on the average of all respondents' answers to the Customer Satisfaction variable amounted to 3.86. The results above show that the highest Customer Satisfaction is on the Ghost Shopping indicator at 4.07, and the lowest is on the Lost Customer Analysis at 3.68. These results can be illustrated in the following diagram:

In the diagram above shows that the distribution results of the highest Customer Satisfaction answers are strongly agree, namely 34% and the lowest results on the answers strongly disagree, namely 3%.

Results of the data description of the customer loyalty questionnaire

The results of descriptive analysis of the respondents' answers to each indicator of the Customer Loyalty variable are presented in the following table:

Table 6 shows that most respondents answered strongly (34%). The results of the analysis on the average of all respondents' answers to the Customer Loyalty variable amounted to 3.89. The results above show that the highest Customer Loyalty is on the Emotional Bond indicator of 4.08, and the lowest is on Referring to Others of 3.74. These results can be illustrated in the following diagram:

The diagram above shows that the distribution results of the highest Customer Loyalty answers are in the agreed answers, which is 40% and the lowest results on the answers strongly disagree, namely by 2%.

H1: Product design directly has a positive and significant effect on customer satisfaction of Darbost brand t-shirts. Based on the results of SEM analysis, it can be seen that Product Design has a positive and significant effect on Customer Satisfaction. This is evidenced by the value of the critical ratio (CR) which is positive at 2.489 with a probability value of 0.025. Therefore CR is positive > 1.96 (Zcritical value for 95% confidence degree) and probability < 0.05 . It can be concluded that Product Design has a positive and significant effect on Customer Satisfaction, this shows that if there is a change in product design, customer satisfaction will increase by 0.278 (27.8%). This research is supported by Deni Isworo, 2015 entitled The effect of product design and brand image on customer satisfaction and its impact on customer loyalty for polo brand bags. Product design is one of the factors that differentiates a product from another. With differences in product design, consumers are able to differentiate products from one another and are able to become the identity of a product. Each product must have its own design created by the manufacturer



to form the characteristics of the product and as a way to attract potential consumers to make purchases, one of which is the Polo brand bag manufacturer in Jakarta, classifying product attributes into three important elements, namely product quality. (product quality), product features and product design. This means that product design is an important element in a product to be produced and marketed. The purpose of this study was to examine the effect of product design and brand image on customer satisfaction and its impact on customer loyalty for Polo brand bags. The analytical method used is path analysis with the software tool Partial Least Square (PLS). The population in this study were customers of polo brand bags in Jakarta. The sampling technique was using convenience random sampling. From the results of the research shows that the product design of Polo Brand Bags has a significant effect on Customer Loyalty. This shows that the product design variable as an exogenous variable actually has a significant effect. While Customer Satisfaction Polo Brand Bag has a significant effect on customer loyalty. The relationship between product design and customer satisfaction is that product design has a positive influence on customer loyalty. So the better the product design, the higher the customer satisfaction. If the perception of product design is bad, customer satisfaction will also be lower. So that the first hypothesis which states that product design directly has a positive and significant effect on customer satisfaction of Darbost's t-shirt products, can be accepted.

H2: Brand image directly has a positive and significant effect on customer satisfaction of Darbost brand t-shirts. Based on the results of SEM analysis, it can be seen that Brand Image has a positive and significant effect on Customer Satisfaction. This is evidenced by the value of the critical ratio (CR) which is positive at 3.339 with a probability value of 0.000. Therefore CR is positive > 1.96 (Zcritical value for 95% confidence degree) and probability <0.05. It can be concluded that Brand Image has a positive and

significant effect on Customer Satisfaction, this shows that if there is a change in brand image, customer satisfaction will increase by 0.552 (55.2%). This research was supported by Komang Indah Gita Cahyani and Gede Bayu Rahanatha (2018). The Influence of Brand Image, Product Design, and Personal Selling on Customer Satisfaction and its Impact on Customer Trust and Loyalty. This study generally aims to analyze the effect of brand image, product design, and personal selling on satisfaction and its impact on customer trust and loyalty for adidas brand shoes, the sample used in this study is a total of 100 respondents, the sampling technique uses accidental sampling. The data analysis method used is the t test and F test and R2-test. The results of this study indicate that the variables of brand image, product design, and personal selling affect customer satisfaction. Meanwhile, customer satisfaction has a positive and significant effect on customer trust and loyalty. In this study, customers feel that brand image has an effect on customer satisfaction and customer loyalty of Adidas brand shoes. According to Peter & Olson (in Lutiari Eka Ratri, 2017: 47) Brand image is defined as consumer perceptions and preferences of brands, as reflected by various kinds of brand associations that exist in consumers' memories. Although brand association can occur in various forms, it can be divided into performance associations and imaginary associations related to brand attributes and strengths. So that the second hypothesis which states that brand image has a positive and significant effect on customer satisfaction of Darbost's t-shirt products, can be accepted.

H3: Personal Selling directly has a positive and significant effect on customer satisfaction of darbost brand t-shirts. Based on the results of SEM analysis, it can be seen that personal selling has a positive and significant effect on customer satisfaction. This is evidenced by the value of the critical ratio (CR) which is positive at 2.050 with a probability value of 0.040. Therefore CR is positive > 1.96 (Zcritical value for 95%



confidence degree) and probability <0.05 . It can be concluded that Personal Selling has a positive and significant effect on Customer Satisfaction, this shows that changes in Personal Selling will lead to an increase in Customer Satisfaction by 0.218 (21.8%). This research is supported by Wahyuni Sri (2017) Analysis of the Influence of Personal Selling and Brand Image on Customer Satisfaction and its Impact on Customer Loyalty in buying Honda Brand Matic Scooters in Semarang City, *Journal of Humanities Development*, 13 (2). This study generally aims to analyze the effect of personal selling and brand image on customer satisfaction and its impact on customer loyalty in buying Honda Motorbike Scooters. Data analysis methods used are quantitative methods and descriptive analysis by distributing questionnaires of 100 respondents and the sample technique used. is to use a non-probability sampling technique. Data analysis in this study used path analysis. The results of the path analysis in this study indicate that Personal Selling, Brand Image are variables that build customer loyalty and customer satisfaction on personal selling and a given brand image. So that the third hypothesis which states that personal selling has a positive and significant effect on customer satisfaction of Darbost brand t-shirts, can be accepted

H4: Customer satisfaction directly has a positive and significant effect on customer loyalty for Darbost brand t-shirts. Based on the results of SEM analysis, it can be seen that customer satisfaction has a positive and significant effect on customer loyalty. This is evidenced by the value of the critical ratio (CR) which is positive at 2.469 with a probability value of 0.014. Therefore CR is positive > 1.96 ($Z_{critical}$ value for 95% confidence degree) and probability <0.05 . it can be concluded that customer satisfaction has a positive and significant effect on customer loyalty, so that the fourth hypothesis which states that customer satisfaction has a positive and significant effect directly on customer loyalty can be accepted. The customer satisfaction coefficient value is 0.201, this

means that every one unit increase in customer satisfaction, the customer loyalty variable will increase by 20.1% with the assumption that the other independent variables from regression are fixed. This research is supported by research by Rahmat Priyanto, Hary Hermawan, Nurhalimah, Suryana. 2018. The Effect of Service Quality on Tourist Satisfaction and Its Impact on Loyalty (Study at Ciater Spa Resort). The purpose of this study was to determine the effect of service quality on the satisfaction and loyalty of tourists at Ciater Spa Resort. This research is descriptive-verification type. The analytical method used is path analysis with Partial Least Square (PLS) software tools. The results showed that service quality at Ciater Spa Resort had no significant effect on loyalty, this means that service quality as an exogenous variable requires an intervening role (satisfaction variable). Meanwhile, visitor satisfaction at Ciater Spa Resort has a significant effect on visitor loyalty. In addition, the relationship between the two research variables is positive, so the increase in visitor satisfaction will increase the loyalty, conversely, the decrease in visitor satisfaction will have an impact on decreasing visitor loyalty.

H5: Product design has a positive and significant effect directly on customer loyalty of darbost t-shirt products. Based on the results of SEM analysis, it can be seen that Product Design has a positive and significant effect on Customer Loyalty. This is evidenced by the value of the critical ratio (CR) which is positive at 2.151 with a probability value of 0.031. Therefore CR is positive > 1.96 ($Z_{critical}$ value for 95% confidence degree) and probability <0.05 . It can be concluded that Product Design has a positive and significant effect on Customer Loyalty, this shows that changes in Product Design will cause an increase in Customer Loyalty by 0.268 (26.8%). This research is supported by Deni Isworo, 2015. The Effect of Product Design and Brand Image on Customer Satisfaction and its impact on Customer Loyalty for Polo Brand



Bags. Product design is one of the factors that differentiates a product from another. With differences in product design, consumers are able to differentiate products from one another and are able to become the identity of a product. Each product must have its own design created by the manufacturer to form the characteristics of the product and as a way to attract potential consumers to make purchases, one of which is the Polo brand bag manufacturer in Jakarta, classifying product attributes into three important elements, namely product quality. (product quality), product features and product design. This means that product design is an important element in a product to be produced and marketed. The purpose of this study was to examine the effect of product design and brand image on customer satisfaction and its impact on customer loyalty for Polo brand bags. The analytical method used is path analysis with the software tool Partial Least Square (PLS). The population in this study were customers of polo brand bags in Jakarta. The sampling technique was using convenience random sampling. From the results of the study shows that the product design of Polo Brand Bags has a significant effect on Customer Loyalty. This shows that the product design variable as an exogenous variable actually has a significant effect. While Customer Satisfaction Polo Brand Bag has a significant effect on customer loyalty. The relationship between product design and customer satisfaction is that product design has a positive influence on customer loyalty. So the better the product design, the higher the customer satisfaction. If the perception of product design is bad, customer satisfaction will also be lower. So that the fourth hypothesis which states that product design directly has a positive and significant effect on customer satisfaction of Darbost's t-shirt products, can be accepted.

H6: Brand image directly has a positive and significant effect on customer loyalty of darbost brand t-shirts. Based on the results of SEM analysis, it can be seen that Brand Image has a positive and

significant effect on Customer Loyalty. This is evidenced by the positive value of the critical ratio (CR) of 2.437 with a probability value of 0.015. Therefore CR is positive > 1.96 ($Z_{critical}$ value for 95% confidence degree) and probability < 0.05 . It can be concluded that Brand Image has a positive and significant effect on Customer Loyalty, this shows that changes in Brand Image will cause an increase in Customer Loyalty by 0.334 (33.4%). This research was supported by Komang Indah Gita Cahyani and Gede Bayu Rahanatha (2018). The Influence of Brand Image, Product Design, and Personal Selling on Customer Satisfaction and its Impact on Customer Trust and Loyalty. This study generally aims to analyze the effect of brand image, product design, and personal selling on satisfaction and the impact on trust and loyalty of consumers of Adidas brand shoes, the sample used in this study is a total of 100 respondents, the sampling technique uses accidental sampling. The data analysis method used is the t test and F test and R²-test. The results of this study indicate that the variables of brand image, product design, and personal selling affect customer satisfaction. Meanwhile, customer satisfaction has a positive and significant effect on customer trust and loyalty. In this study, customers feel that brand image has an effect on customer satisfaction and customer loyalty of Adidas brand shoes. According to Peter & Olson (in Lutiari Eka Ratri, 2017: 47) Brand image is defined as consumer perceptions and preferences of brands, as reflected by various kinds of brand associations that exist in consumers' memories. Although brand association can occur in various forms, it can be divided into performance associations and imaginary associations related to brand attributes and strengths. So the fifth hypothesis which states that brand image has a positive and significant effect on customer satisfaction of Darbost's t-shirt products, can be accepted.

H7: Personal Selling directly has a positive and significant effect on customer loyalty of darbost brand



t-shirts. Based on the results of SEM analysis, it can be seen that personal selling has a positive and significant effect on customer loyalty. This is evidenced by the value of the critical ratio (CR) which is positive at 2.579 with a probability value of 0.023. Therefore CR is positive > 1.96 (Zcritical value for 95% confidence degree) and probability <0.05. It can be concluded that Personal Selling has a positive and significant effect on Customer Loyalty, this shows that changes in Personal Selling will cause an increase in Customer Loyalty by 0.348 (34.8%). This research is supported by Wahyuni Sri (2017) Analysis of the Influence of Personal Selling and Brand Image on Customer Satisfaction and its Impact on Customer Loyalty in buying Honda Brand Matic Scooters in Semarang City, Journal of Humanities Development, 13 (2). This study generally aims to analyze the effect of personal selling and brand image on customer satisfaction and its impact on customer loyalty in buying Honda Motorbike Scooters. Data analysis methods used are quantitative methods and descriptive analysis by distributing questionnaires of 100 respondents and the sample technique used. is to use a non-probability sampling technique. Data analysis in this study used path analysis. The results of the path analysis in this study indicate that Personal Selling, Brand Image are variables that build customer loyalty and customer satisfaction on personal selling and a given brand image.

H8: Product design directly has a positive and significant effect on customer loyalty through customer satisfaction of Darbost brand t-shirts. Based on the sobel test results, it can be seen that customer satisfaction has a significant influence on the relationship between Product Design variables and Customer Loyalty. This is evidenced by the C.R value of 2.479 (CR > 1.96) and a probability of 0.031 (p

<0.05). Thus the seventh hypothesis which states that. Product design has a positive and significant effect on customer loyalty through customer satisfaction of Darbost's t-shirt products, it is accepted that this shows that changes in customer satisfaction significantly mediate the relationship between product design and customer loyalty.

H9: Brand image directly has a positive and significant effect on customer loyalty through customer satisfaction of Darbost brand t-shirts. Based on the sobel test results, it can be seen that customer satisfaction has a significant effect on the relationship between the Brand Image variable and Customer Loyalty. This is evidenced by the C.R value of 1.985 (CR > 1.96) and a probability of 0.047 (p <0.05). Thus the eighth hypothesis which states that. Brand image has a positive and significant effect on customer loyalty through customer satisfaction of Darbost brand t-shirts, it is accepted that this shows that changes in customer satisfaction significantly mediate the relationship between brand image and customer loyalty.

H10: Personal selling directly has a positive and significant effect on customer loyalty through customer satisfaction of Darbost brand t-shirts. Based on the sobel test results, it can be seen that customer satisfaction has a significant effect on the relationship between Personal Selling variables and Customer Loyalty. This is evidenced by the C.R value of 2.747 (CR > 1.96) and a probability of 0.030 (p <0.05). Thus the ninth hypothesis which states that. Personal Selling has a positive and significant effect on customer loyalty through customer satisfaction of darbost brand t-shirts, it is accepted that this shows that changes in customer satisfaction significantly mediate the relationship between Personal Selling and customer loyalty.



Table 1. Characteristics of research respondents

Characteristics	Total	Percentage (%)
Gender		
Male	84	56
Female	66	44
Age		
20 – 30 y.o	63	42
31 – 40 y.o	55	36.7
41 – 50 y.o	22	14.7
> 50 y.o	10	6.7
Education		
Junior high school	19	12.7
Senior high school	65	43.3
Undergraduate	55	36.7
Postgraduate	11	7.3
Marital status		
Single	35	23.3
Married	112	44.7
Widow	3	2

Table 2. Results of descriptive analysis of product design variables

Indicator	Item	Answer score										Total	The mean item	Indicator means
		(1) STS		(2) STS		(3) R		(4) S		(5) SS				
		F	%	F	%	F	%	F	%	F	%			
Quality of conformity	DP1	4	3 %	12	8%	11	7%	56	37%	67	45%	150	4.13	4.11
	DP2	1	1 %	13	9%	19	13%	56	37%	61	41%	150	4.09	
Characteristic features	DP3	8	5 %	11	7%	21	14%	56	37%	54	36%	150	3.91	3.96
	DP4	3	2 %	10	7%	22	15%	62	41%	53	35%	150	4.01	
Durable	DP5	3	2 %	11	7%	22	15%	64	43%	50	33%	150	3.98	4.01
	DP6	1	1 %	11	7%	27	18%	53	35%	58	39%	150	4.04	
	Total	20	2 %	68	7%	122	14%	347	39%	343	38%	900	4.03	

Source: Primary data, 2020



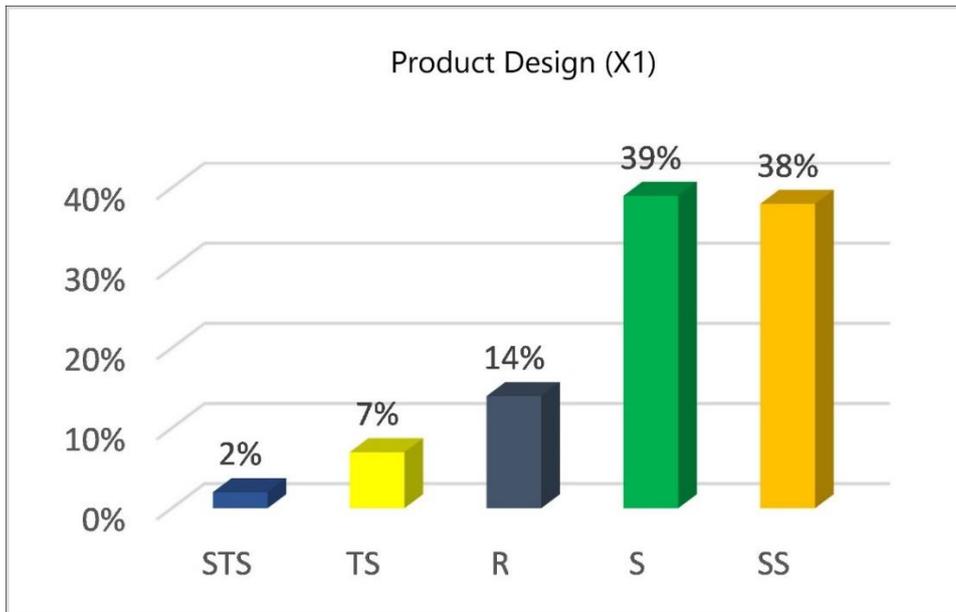


Figure 1. Distribution of answers to product design variables

Table 3. Results of descriptive analysis of brand image variables

Indicator	Item	Answer score										Total	The mean item	Indicator mean
		(1) STS		(2) STS		(3) R		(4) S		(5) SS				
		F	%	F	%	F	%	F	%	F	%			
Power	CM1	4	3 %	15	10 %	20	13 %	52	35 %	59	39 %	150	3.98	3.97
	CM2	4	3 %	11	7 %	28	19 %	50	33 %	57	38 %	150	3.97	
Uniqueness	CM3	1	1 %	10	7 %	25	17 %	59	39 %	55	37 %	150	4.05	4.09
	CM4	4	3 %	9	6 %	13	9 %	61	41 %	63	42 %	150	4.13	
Reliability	CM5	1	1 %	13	9 %	13	9 %	59	39 %	64	43 %	150	4.15	4.09
	CM6	5	3 %	11	7 %	17	11 %	57	38 %	60	40 %	150	4.04	
Reputation	CM7	4	3 %	12	8 %	17	11 %	58	39 %	59	39 %	150	4.04	4.11
	CM8	1	1 %	9	6 %	23	15 %	46	31 %	71	47 %	150	4.18	
	Total	24	2 %	90	7 %	156	13 %	442	37 %	488	41 %	1200	4.07	

Source: Primary data, 2020



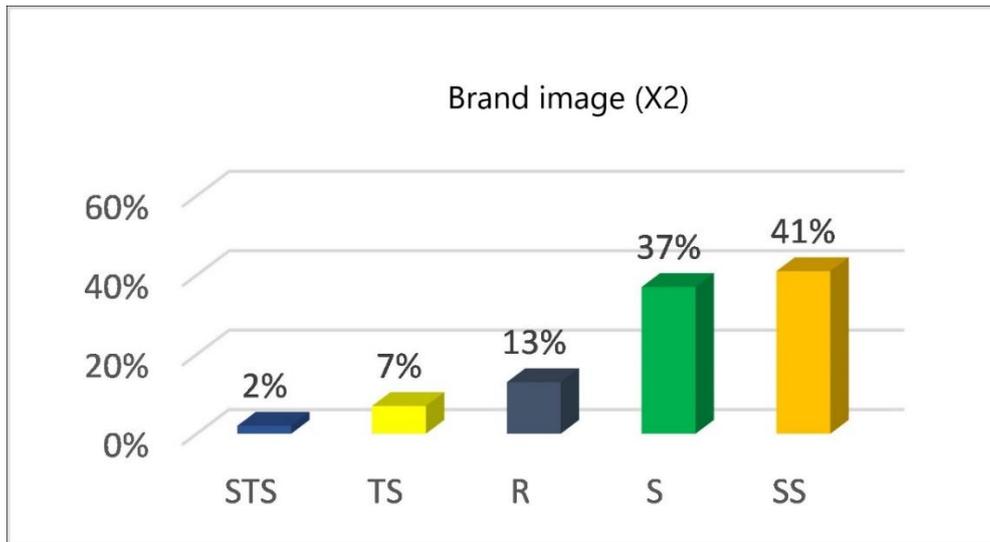


Figure 2. Distribution of answers to brand image variables

Table 4. Results of descriptive analysis of personal selling variables

Indicator	Item	Answer score										Total	The mean item	Indicator means
		(1) STS		(2) STS		(3) R		(4) S		(5) SS				
		F	%	F	%	F	%	F	%	F	%			
Communication skills	CM1	3	2 %	16	11 %	37	25 %	50	33 %	44	29 %	150	3.77	3.80
	CM2	2	1 %	14	9 %	35	23 %	56	37 %	43	29 %	150	3.83	
Product knowledge	CM3	2	1 %	14	9 %	37	25 %	58	39 %	39	26 %	150	3.79	3.79
	CM4	7	5 %	10	7 %	30	20 %	64	43 %	39	26 %	150	3.79	
Creativity	CM5	1	1 %	16	11 %	32	21 %	62	41 %	39	26 %	150	3.81	3.81
	CM6	4	3 %	10	7 %	34	23 %	66	44 %	36	24 %	150	3.80	
Empathy	CM7	3	2 %	12	8 %	18	12 %	65	43 %	52	35 %	150	4.01	3.96
	CM8	4	3 %	14	9 %	25	17 %	57	38 %	50	33 %	150	3.90	
	Total	26	2 %	106	9 %	248	21 %	478	40 %	342	28 %	1200	3.84	

Source: Primary data, 2020



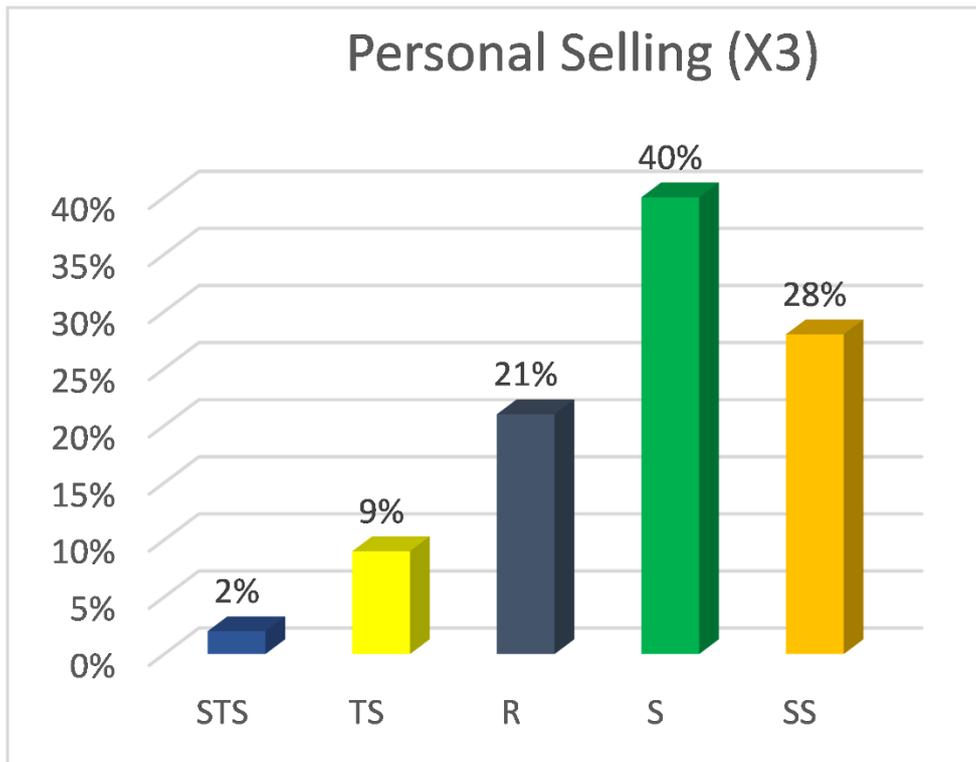


Figure 3. Distribution of answers on personal selling variables

Table 5. Results of descriptive analysis of customer satisfaction variables

Indicator	Item	Answer score										Total	The mean item	Indicator mean
		(1) STS		(2) STS		(3) R		(4) S		(5) SS				
		F	%	F	%	F	%	F	%	F	%			
Communication skills	KP1	4	3 %	11	7 %	24	16 %	60	40 %	51	34 %	150	3.95	4.00
	KP2	5	3 %	13	9 %	21	14 %	41	27 %	70	47 %	150	4.05	
Product knowledge	KP3	5	3 %	10	7 %	21	14 %	49	33 %	65	43 %	150	4.06	4.07
	KP4	3	2 %	10	7 %	23	15 %	51	34 %	63	42 %	150	4.07	
Creativity	KP5	6	4 %	14	9 %	46	31 %	46	31 %	38	25 %	150	3.64	3.68
	KP6	6	4 %	9	6 %	50	33 %	43	29 %	42	28 %	150	3.71	
Empathy	KP7	2	1 %	15	10 %	46	31 %	49	33 %	38	25 %	150	3.71	3.69
	KP8	5	3 %	11	7 %	51	34 %	44	29 %	39	26 %	150	3.67	
	Total	36	3 %	93	8 %	282	23 %	383	32 %	406	34 %	1200	3.86	

Source: Primary data, 2020



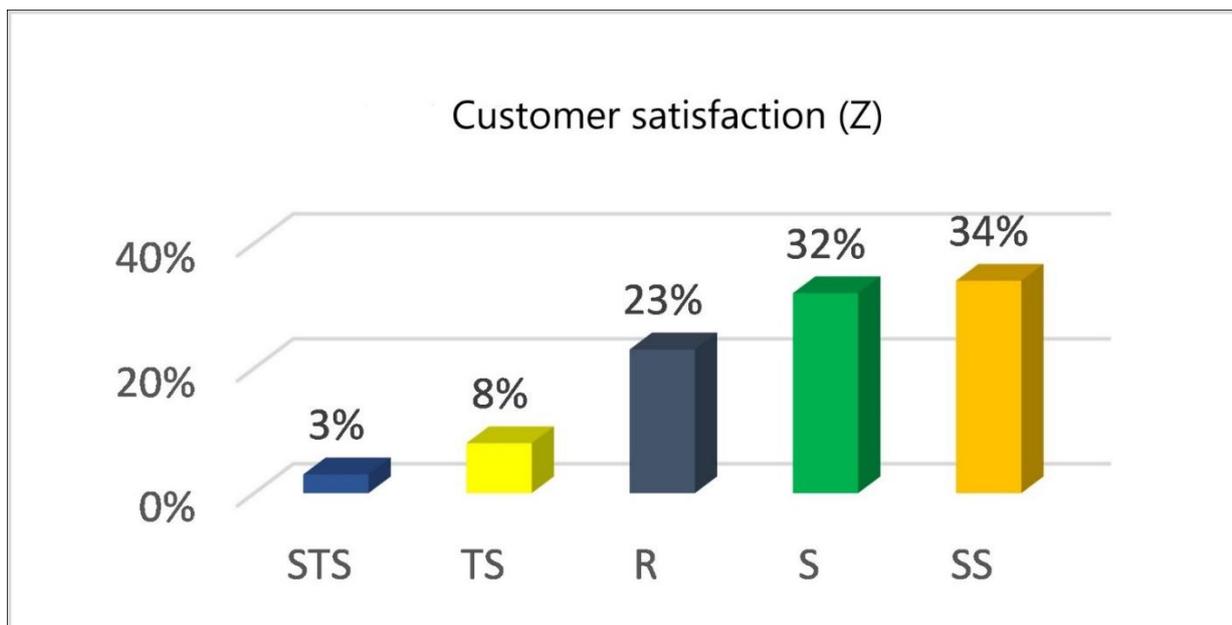


Figure 4. Distribution of answers to customer satisfaction variables

Table 6 The results of the descriptive analysis of the customer loyalty variables

Indicator	Item	Answer score										Total	The mean item	Indicator mean
		(1) STS		(2) STS		(3) R		(4) S		(5) SS				
		F	%	F	%	F	%	F	%	F	%			
Repeat purchase	LP1	4	3 %	9	6 %	36	24 %	52	35 %	49	33 %	150	3.89	3.88
	LP2	4	3 %	10	7 %	39	26 %	46	31 %	51	34 %	150	3.87	
Retention / durability	LP3	3	2 %	9	6 %	27	18 %	64	43 %	47	31 %	150	3.95	3.92
	LP4	2	1 %	12	8 %	37	25 %	48	32 %	51	34 %	150	3.89	
Refer to other people	LP5	2	1 %	11	7 %	40	27 %	62	41 %	35	23 %	150	3.78	3.74
	LP6	8	5 %	10	7 %	37	25 %	59	39 %	36	24 %	150	3.70	
Satisfaction with a product	LP7	1	1 %	10	7 %	50	33 %	60	40 %	29	19 %	150	3.71	3.82
	LP8	4	3 %	8	5 %	27	18 %	66	44 %	45	30 %	150	3.93	
Emotional ties	LP9	3	2 %	10	7 %	10	7 %	67	45 %	60	40 %	150	4.14	4.08
	LP10	2	1 %	11	7 %	17	11 %	74	49 %	46	31 %	150	4.01	
	Total	33	2 %	100	7 %	320	21 %	598	40 %	449	30 %	1500	3.89	



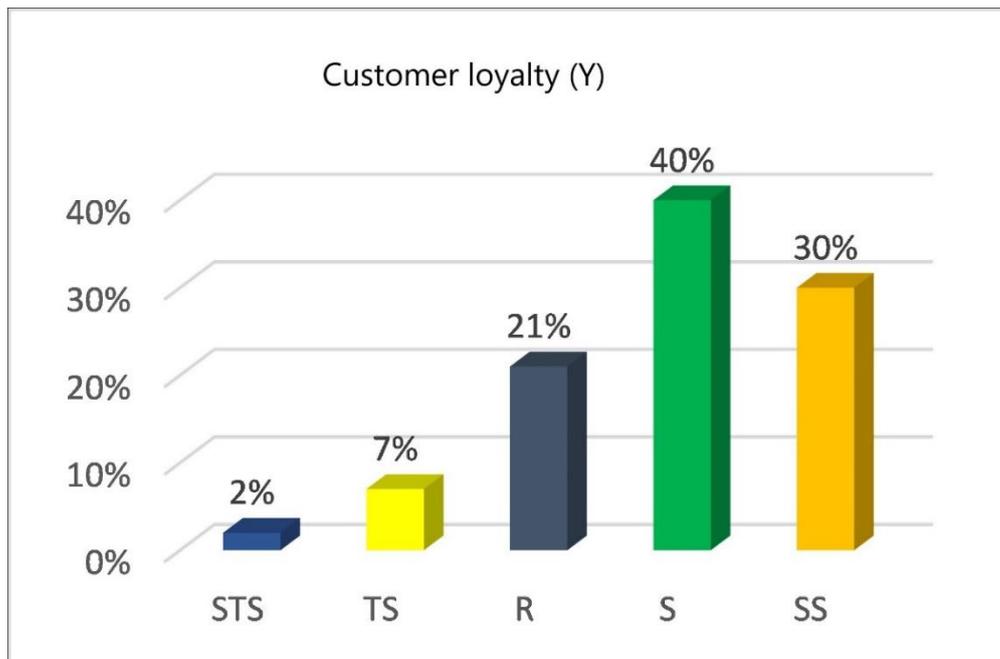


Figure 5. Distribution of answers to customer loyalty variables

5. Conclusion

Satisfaction and customer loyalty of Darbost t-shirt are directly and indirectly influenced by product design, brand image and personal selling. The customer satisfaction variable shows that there is a direct and positive impact on customer loyalty and customers are satisfied with the goods, services and prices provided, shopping places that are easy to reach, services that are in line with customer expectations of darbost brand t-shirts.

Personal Selling directly has a positive and significant effect on customer loyalty, acceptable. Personal Selling variables have a positive and significant effect on customer loyalty which is influenced by communication skills, knowledge of a product, creativity, and high empathy.

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