
THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON CUSTOMER SATISFACTION AND LOYALTY AT CV. BANDUNG CLOTHING FACTORY



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Abstract

This study aims to analyze the influence of product quality, service quality, and price on customer satisfaction and loyalty at CV. Pabrik Baju Bandung. Customer satisfaction is an important factor in building long-term loyalty, while product quality, service quality, and price are the main variables that influence customer perception. This study uses a quantitative approach with a survey method. The study population was all customers of CV. Pabrik Baju Bandung, with a sample of 120 respondents selected using a purposive sampling technique. Data were collected through questionnaires that had been tested for validity and reliability, then analyzed using multiple regression and mediation tests to determine direct and indirect relationships between variables. The results showed that product quality has a positive and significant effect on customer satisfaction, as does service quality. Price also has a positive effect on customer satisfaction, but with a lower effect than the quality variable. Customer satisfaction was proven to be a significant mediator between product quality, service quality, and price on customer loyalty. In other words, increasing product and service quality in line with a price that is considered reasonable can increase satisfaction, which in turn encourages customer loyalty. These findings emphasize the importance of a marketing strategy that emphasizes product quality, service quality, and competitive pricing to retain customers. This research provides practical implications for the management of CV. Pabrik Baju Bandung is formulating more effective marketing policies and increasing customer satisfaction and loyalty.

Keywords: Product Quality, Service Quality, Price, Customer Satisfaction, Customer Loyalty, CV. Bandung Clothing Factory

INTRODUCTION

The era of increasingly fierce business competition demands that companies not only offer quality products but also provide satisfactory service and set competitive prices. This also applies to the textile and fashion industry in Indonesia, including CV. Pabrik Baju Bandung, which operates amidst constantly evolving market dynamics. The company's success in maintaining and increasing market share depends heavily on its ability to manage product quality, service quality, and pricing, all of which contribute significantly to customer satisfaction and loyalty.

Product quality is a fundamental element in building a positive company image. According to Tjiptono (2016), product quality encompasses various aspects such as durability, performance, appearance, safety, and conformance to promised specifications. In the context of the apparel industry, product quality is not only determined by the material and stitching, but also by the design and comfort offered to consumers. A study by Mahira et al. (2021) shows that good product quality can increase customer satisfaction and encourage brand loyalty.

In addition to product quality, service quality also plays a crucial role in shaping customer perceptions of a company. Tjiptono (2016) identified five key dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. However, previous research has yielded inconsistent results. Sari and Arsyad (2025) found that high service quality can increase customer satisfaction, but its impact on customer loyalty is not always significant. This aligns with the findings of Fauziah (2022), who stated that while good service is important, other factors such as product quality and price often play a greater role in determining repeat purchase decisions.

In a practical context, CV. Pabrik Baju Bandung (Bandung Clothing Factory) indicates issues related to service quality. Based on internal company data from the first quarter of 2025, there was a 12% decrease in repeat purchases compared to the previous quarter, as well as 35 customer complaints related to service inconsistencies, such as late deliveries, ordering errors, and slow responses from service staff. This data indicates a gap between customer expectations and the company's service performance, which can impact customer satisfaction and loyalty.

Price, as an element of the marketing mix, has a direct impact on consumer purchasing decisions. According to Kotler and Keller (2016), price not only reflects a product's value but also influences customer perceptions of its quality and benefits. Research by Fauziah (2022) shows that competitive pricing can increase customer satisfaction, although its impact on customer loyalty varies depending on the context and market characteristics.

Customer satisfaction is a person's feeling of pleasure or disappointment after comparing their perception of a product's performance with their expectations. If performance meets expectations, consumers are satisfied; if it exceeds expectations, consumers are highly satisfied. Customer satisfaction is the foundation for customer loyalty, which is characterized by a willingness to make repeat purchases and recommend the product to others.

CV. Pabrik Baju Bandung, as a business player in the fashion industry, faces challenges in maintaining and increasing customer satisfaction and loyalty. Therefore, it is important to

understand the extent to which product quality, service quality, and price influence customer satisfaction and loyalty. This study aims to analyze the influence of these three variables on customer satisfaction and loyalty at CV. Pabrik Baju Bandung.

The method used was a quantitative approach with a survey design. The study population was all customers of CV. Pabrik Baju Bandung, with samples taken using a purposive sampling technique. Data were collected through a questionnaire that had been tested for validity and reliability, and analyzed using multiple regression to test the direct effect between the independent variables (product quality, service quality, and price) on the dependent variables (customer satisfaction and loyalty).

The results of this study are expected to provide in-depth insights into the factors influencing customer satisfaction and loyalty in the fashion industry, particularly at CV. Pabrik Baju Bandung. These findings can also be used as considerations for company management in formulating effective marketing strategies to increase customer satisfaction and loyalty, as well as company competitiveness in an increasingly competitive market. Thus, this research contributes to the development of marketing science while providing practical benefits for companies in improving their business performance and sustainability. Furthermore, this study can also serve as a reference for further research addressing similar topics in the fashion industry or other industrial sectors in Indonesia.

REVIEW OF LITERATURE

Product quality is defined as a product's ability to meet consumer needs and expectations, both functionally and emotionally (Razak, 2023). Product quality includes conformance to specifications, durability, and reliability, which directly impact customer satisfaction (Sari, 2023). In the garment industry, product quality indicators include raw materials, neatness of stitching, comfort of use, and product durability (Yulistria, 2023). Improving product quality has been shown to increase customer satisfaction and loyalty (Sari, 2023). Consumers will remain loyal to local products if their quality can compete with imported products (Yulistria, 2023). Product quality also positively influences repurchase intentions and perceived brand value (Razak, 2023).

Service quality is a company's ability to provide services that meet or exceed customer expectations through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles (Ridwan, 2024). Fast, friendly, and responsive service has been shown to increase customer satisfaction and loyalty (Urfanya, 2022). Service quality significantly influences loyalty through positive emotional experiences (Tanjung, 2023). In the apparel industry, service quality includes speed of complaint handling, ease of after-sales service, and good communication with customers (Ridwan, 2024). The relationship between service quality and loyalty is indirect through customer satisfaction (Pahrurozi, 2024).

Price is the amount a customer must pay to obtain a product of a certain value (Cahyati, 2021). Perceptions of price fairness influence customer satisfaction levels (Pratama, 2025). A value-based pricing strategy increases customer loyalty by

creating a perception of benefits that exceed the price paid (Pahrurozi, 2024). The balance between product value and the set price determines the sustainability of customer loyalty (Arini, 2025). Prices perceived as fair by consumers can strengthen the relationship between quality and satisfaction (Cahyati, 2021).

Customer satisfaction is an emotional state that arises when the results obtained meet or exceed customer expectations (Sari, 2023). Customer satisfaction acts as a mediating variable between product quality, service quality, and price on customer loyalty (Dyahtritami, 2023). High satisfaction reduces customer sensitivity to competitors' prices (Rahmadi, 2025). The relationship between service and loyalty is indirect through customer satisfaction (Pahrurozi, 2024). Satisfied customers tend to recommend products to others and make repeat purchases (Urfanya, 2022).

Customer loyalty is a commitment to consistently make repeat purchases accompanied by a positive attitude toward the brand (Razak, 2023). Loyalty encompasses an affective dimension in the form of emotional attachment and a conative dimension in the form of repurchase intention (Tanjung, 2023). Loyalty is formed through satisfaction and social relationships between customers and the company (Dyahtritami, 2023). Customer satisfaction is a primary determinant of sustained loyalty (Pahrurozi, 2024). High loyalty reduces the influence of price on purchasing decisions (Rahmadi, 2025).

Brand image plays a role in strengthening the relationship between product quality and customer loyalty (Urfanya, 2022). Positive customer experiences are a key differentiator in the competitive fashion industry (Arini, 2025). The development of digital technology is changing consumer perceptions of quality and service (Rambis, 2024). Ease of online ordering, speed of delivery, and secure payment systems are part of the dimensions of modern service quality that influence customer satisfaction and loyalty (Urfanya, 2023).

The relationship between product quality, service quality, price, satisfaction, and loyalty can be explained through customer value theory and consumer behavior theory. Customer value theory states that satisfaction is created when the value received by customers exceeds expectations for a product or service (Sari, 2023). Consumer behavior theory explains that purchasing decisions and loyalty are the result of the interaction between internal factors such as emotions, perceptions, and experiences with external factors such as price, quality, and the social environment.

Overall, previous research shows that product quality, service quality, and price have a positive effect on customer satisfaction and loyalty, both directly and indirectly. Customer satisfaction acts as a mediating variable, strengthening the relationship between these variables (Dyahtritami, 2023; Pahrurozi, 2024; Rahmadi, 2025). Additional factors such as brand image and customer experience strengthen this relationship in the context of the Indonesian fashion industry (Urfanya, 2022; Arini, 2025).

RESEARCH METHOD

This research method uses a quantitative approach with a survey design to analyze the influence of product quality, service quality, and price on customer satisfaction and loyalty at CV. Pabrik Baju Bandung. The quantitative approach was chosen because it allows researchers to objectively and systematically measure and test the relationships between variables (Hidayat, 2021).

The study population included all customers of CV. Pabrik Baju Bandung, while the sample size was determined at 120 respondents using purposive sampling, which selects respondents based on specific criteria relevant to the research objectives, ensuring that the data obtained reflects the actual situation (Santoso, 2021).

The data collection instrument was a questionnaire consisting of closed-ended questions with a Likert scale of 1–5, which was tested for validity and reliability to ensure data accuracy and consistency (Fadilah, 2023). Data processing was carried out using multiple regression analysis to examine the direct influence of product quality, service quality, and price on customer satisfaction, as well as mediation analysis to examine the role of satisfaction as a mediator of customer loyalty (Putri, 2020).

The results of the analysis are interpreted to determine how much each independent variable contributes to customer satisfaction and loyalty and to provide strategic recommendations for management in improving service quality and customer loyalty.

This research is tailored to the Indonesian context and draws on recent studies from the past eight years on product quality, service quality, price, satisfaction, and customer loyalty (Rahmawati, 2022; Nugroho, 2021; Wijaya, 2023). This method is expected to yield valid, reliable, and relevant findings for developing CV. Pabrik Baju Bandung's marketing strategy.

RESULTS AND DISCUSSION

An Analysis of the Influence of Product Quality, Service Quality, Price Customer, and Satisfaction on loyalty at CV. Bandung Clothing Factory

Table 1.
Descriptive Statistics of Research Variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	2.25	5.00	4.2525	.57570
Service Quality	100	2.50	5.00	4.1550	.57161
Price	100	2.50	5.00	4.1950	.55343
Customer Satisfaction	100	3.00	5.00	4.3700	.46122
Loyalty	100	2.50	5.00	4.2150	.45922

Source: Processed SPSS Data (2025)

The descriptive statistics in Table 1 show that all variables have an average score above 4, indicating that respondents tended to rate product quality, service quality, price, satisfaction, and loyalty favorably. The low standard deviation indicates consistency among respondents.

Table 2.
Reliability Test Results

Variables	Cronbach's Alpha	Information
Product Quality	0.824	Reliable
Service Quality	0.823	Reliable
Price	0.797	Reliable
Customer Satisfaction	0.729	Reliable
Loyalty	0.716	Reliable

Source: Processed SPSS Data (2025)

All variables have a Cronbach's Alpha value above 0.80, so the research instrument can be declared reliable and consistent in measuring the construct.

Table 3.
Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Product Quality	0.613	1.632	There is no multicollinearity
Service Quality	0.490	2.039	There is no multicollinearity
Price	0.508	1.967	There is no multicollinearity
Customer Satisfaction	0.398	2.526	There is no multicollinearity

Source: Processed SPSS Data (2025)

The VIF value is below 10, and the tolerance is above 0.10, so there are no symptoms of multicollinearity between the independent variables.

Table 4.
Results Direct Effect of Multiple Linear Regression Analysis I

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.302	0.929	-	1.401	0.164
Product Quality	0.140	0.052	0.176	2.717	0.008
Quality of Service	0.238	0.058	0.296	4.090	0.000

Price	0.134	0.059	0.161	2.271	0.025
Customer Satisfaction	0.399	0.080	0.401	4.982	0.000

Source: Processed SPSS Data (2025)

All three variables product quality, service quality, price, and Customer satisfaction have a positive and significant influence on Loyalty. Customer satisfaction is the most dominant factor, as evidenced by its highest Beta value (0.401).

Table 5.
Results Dirrect Effect of Multiple Linear Regression Analysis II

Model	B	Std. Error	Beta	t	Sig.
(Constant)	4.292	1.100		3.902	0.000
Product Quality	0.270	0.060	0.337	4.532	0.000
Quality of Service	0.198	0.071	0.245	2.782	0.007
Price	0.316	0.068	0.379	4.658	0.000

Source: Processed SPSS Data (2025)

All three variables—product quality, service quality, and price have a positive and significant influence on Customer satisfaction. Price is the most dominant factor, as evidenced by its highest Beta value (0.379).

Table 6.
F Test Results

Model	F	Sig.
Product quality, service quality, price, and Customer satisfaction on Loyalty	73.755	0.000
Product quality, service quality, and price on Customer satisfaction	48.829	0.000

Source: Processed SPSS Data (2025)

The F test shows that the overall regression model is significant ($p < 0.001$), so that all independent variables simultaneously influence customer satisfaction and loyalty.

Table 7.
Coefficient of Determiation (R²)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.870	0.756	0.746	0.925
1	0.777	0.604	0.592	1.179

Source: Processed SPSS Data (2025)

The R² value of 0.756 indicates that 75,6% of the variation in loyalty is explained by product quality, service quality, price, and customer satisfaction. After looking at the overall

table results, the discussion can be concluded as follows. The R² value of 0.604 indicates that 60,4% of the variation in customer satisfaction is explained by product quality, service quality, and price. After looking at the overall table results, the discussion can be concluded as follows.

Table 8.
Indirect Effect Customer satisfaction as a Mediation

	Std Error	Beta	Sobel Test	Sig
Service Quality (Mediating)	0.080	0.0401	-	-
Product Quality	0.060	0.337	3.740	0.000
Quality of Service	0.071	0.245	2.842	0.004
Price	0.068	0.379	3.727	0.000

Source: Processed SPSS Data (2025)

Service quality as a mediating product quality, service quality, and price, have a positive and significant influence on Loyalty. Product Quality is the most dominant factor, as evidenced by its highest Sobel test value (3,740).

Product quality is a factor in building customer satisfaction and loyalty. This is especially true in the fashion industry, as customers place high importance on the quality of materials, stitching, comfort, and design. Good product quality also minimizes complaints, reduces returns, and increases customer trust in the brand.

Service quality also has a significant impact. Reliability and responsiveness are the most important dimensions, particularly delivery time and order accuracy. Ongoing complaints indicate the need for improvements in service and logistics systems.

Price has a positive effect, power full strong as the other two variables. Customers tend to be satisfied if the price is perceived as commensurate with the product's benefits and quality. A value-based strategy can help increase positive perceptions of the price offered.

Overall, the right combination of product quality, service quality, and pricing will increase customer satisfaction. combination of product quality, service quality, pricing, and customer service will increase customer satisfaction. Improving product quality should be a top priority, followed by improvements in service and pricing strategies to ensure a company maintains customer satisfaction and competitiveness in the fashion industry.

The Role of Customer Satisfaction as a Mediating Variable in Building Consumer Loyalty to CV. Pabrik Baju Bandung

Customer satisfaction plays a crucial role in shaping consumer loyalty, particularly in the fashion industry, such as CV. Pabrik Baju Bandung. Customer satisfaction is essentially the result of customers' evaluation of their purchasing experience, which occurs when product and service performance meets or exceeds expectations (Tjiptono, 2023). In this context, satisfaction is not only the ultimate goal of the company but also serves as a bridge connecting product quality, service quality, and price to consumer loyalty. When customers are satisfied, they not only make repeat purchases but also become voluntary product advocates through recommendations to others.

The mediating role of satisfaction is evident in the relationship between product quality and loyalty. In the apparel industry, product quality is a key factor customers assess when making purchasing decisions. Fit, comfortable fabric, trendy design, and durability are some indicators of product quality that influence customer perceptions. When a product is of good quality, consumers tend to feel satisfied and are encouraged to make repeat purchases. Mahira and Sari (2021) state that good product quality can increase satisfaction and contribute to the formation of consumer loyalty, particularly in the local fashion sector. In this relationship, satisfaction acts as a variable that strengthens the influence of product quality on loyalty.

Satisfaction is also a significant mediator in the relationship between service quality and loyalty. Service quality encompasses a company's ability to provide responsive, accurate, and friendly service, while also providing a sense of security to customers. Employees who provide good service will create a pleasant shopping experience. Consequently, customers will feel satisfied and willing to make repeat purchases. Ridwan (2024) revealed that service quality can indirectly increase loyalty through the satisfaction it creates. This suggests that although service quality has a direct influence on loyalty, this influence is stronger when satisfaction is present as a mediating variable.

Customer satisfaction also plays a role in mediating the influence of price on loyalty. A price perceived as fair or commensurate with the benefits received can create a sense of satisfaction. However, price is not always the dominant factor, as consumers consider product quality and service more. Cahyati (2021) emphasized that the perception of fair prices will increase satisfaction, especially when product quality is perceived as adequate. In the context of CV. Pabrik Baju Bandung, customers who perceive that the product price is commensurate with the quality received tend to be more satisfied and more likely to become loyal customers. However, if the price is perceived as disproportionate to the quality, satisfaction can decrease, resulting in lower loyalty levels.

The role of satisfaction as a mediator can be explained using customer value theory, which states that customers will feel satisfied when the value received exceeds expectations (Kotler & Keller, 2021). This value can originate from product quality, service, or price. When the value received is high, customers will feel satisfied, which then drives them to a higher level of loyalty. Loyalty itself can be manifested in several forms, such as repeat purchases, willingness to pay more, and recommendations to others. Research by Fitriani (2022) shows that satisfaction has a significant influence on loyalty and also mediates the relationship between product quality and loyalty.

At CV. Pabrik Baju Bandung, customer satisfaction has proven to be a key driver of loyalty. Customers satisfied with product quality, service, and price are more likely to make repeat purchases and recommend the company to others. This is crucial given the highly competitive nature of the fashion industry. Losing dissatisfied customers can have a negative impact, especially if they spread their

negative experiences to other potential customers. Therefore, maintaining customer satisfaction is a crucial strategy.

In an operational context, various strategies can be implemented to increase satisfaction and ultimately increase loyalty. CV. Pabrik Baju Bandung can improve product quality by ensuring consistent quality control, updating designs to reflect the latest trends, and using high-quality materials. Furthermore, improving service quality, particularly in terms of delivery speed and order accuracy, can provide a positive customer experience. Staff training in communication and customer service skills is also crucial for strengthening customer relationships.

Customer satisfaction can also be improved through appropriate pricing strategies. Companies must ensure that the prices offered align with the value received by consumers. Some strategies that can be implemented include competitive pricing, loyalty discounts, bundling packages, or exclusive offers for loyal customers. Arini (2025) states that a valuebased pricing strategy can increase positive customer perceptions and foster long-term loyalty.

Furthermore, it is crucial for companies to regularly measure customer satisfaction levels. Customer satisfaction surveys, product reviews, and an effective complaints system can provide valuable data on areas for improvement. This data can inform strategic decisions related to product development and service improvement. This aligns with Suryani's (2023) opinion that a deep understanding of customer satisfaction is a crucial prerequisite for maintaining a competitive position in the market.

From a relationship marketing perspective, customer satisfaction not only creates transactional loyalty but also affective loyalty, the emotional bond formed between a customer and a brand. Affective loyalty is more difficult for competitors to break because customers feel a personal connection with the brand. Customers with high loyalty tend to remain loyal despite attractive offers from competitors. Therefore, companies need to build emotional relationships with customers through consistent communication and customer-oriented service (Urfanya, 2022).

Overall, customer satisfaction plays a key role as a mediating variable in shaping consumer loyalty towards CV. Pabrik Baju Bandung. Product quality, service, and price positively influence satisfaction, which then leads to loyalty. However, satisfaction reinforces the influence of these variables, thus strengthening the relationship. Therefore, the management of CV. Pabrik Baju Bandung needs to prioritize improving customer satisfaction as a primary strategy in maintaining and enhancing customer loyalty.

Efforts to improve product quality, service, and appropriate pricing strategies must be carried out consistently and sustainably. Furthermore, companies need to identify the factors that most influence customer satisfaction through market research and customer feedback. This way, the strategies implemented can be targeted and have a significant impact on building loyalty. In the long term, satisfied and loyal customers will be a vital asset for the company, not only providing recurring revenue but also helping expand the market through positive recommendations.

Implications of Research Findings for Strategies to Improve Marketing Performance and Customer Loyalty at CV. Pabrik Baju Bandung

The research findings regarding the influence of product quality, service quality, and price on customer satisfaction and loyalty at CV. Pabrik Baju Bandung provide several important implications for companies in improving marketing performance and maintaining customer loyalty. Overall, the results indicate that product quality is the most dominant factor influencing satisfaction, followed by service quality and price. Furthermore, customer satisfaction has been shown to be a significant mediator in shaping loyalty. These findings can be used as a basis for formulating more effective and sustainable marketing strategies.

First, improving product quality must be a top priority in CV. Pabrik Baju Bandung's marketing strategy. Good product quality enhances the company's perceived value and credibility in the eyes of customers. Mahira and Sari (2021) emphasized that product quality is a key attribute influencing repurchase decisions in the fashion industry. Therefore, companies need to ensure that their products meet consumer quality standards, including materials, stitching, sizing accuracy, and design alignment with market trends. Regular quality evaluation programs, strict monitoring of the production process, and design innovation can be strategic steps to maintain and improve product quality.

Second, service quality improvements must be carried out in a structured and continuous manner. Service quality not only concerns direct interactions between staff and customers but also includes reliability in order fulfillment, responsiveness to complaints, and speed of information delivery. Tjiptono (2023) states that good service aspects can improve the overall customer experience and strengthen their trust in the company. Therefore, employee training related to communication skills, professionalism, and response to customer complaints is essential. Furthermore, companies can consider implementing a digital-based service system to make it easier for customers to place orders, track products, and file complaints.

In addition to personalized service quality, improvements in systems aspects are also important, such as the use of an order management system to reduce order errors and the development of a logistics system to ensure timely delivery. Ridwan (2024) stated that fast and accurate service is a crucial factor in building customer satisfaction and maintaining loyalty. Therefore, increasing efficiency throughout the supply chain and distribution system will help companies meet customer expectations, reduce potential complaints, and enhance the purchasing experience.

Third, an appropriate and competitive pricing strategy is essential to support improved marketing performance. Price is a crucial factor influencing customers' perceived value of a product. According to Cahyati (2021), fair pricing commensurate with product quality can increase customer satisfaction and influence loyalty. Therefore, companies need to conduct regular market research to determine competitive prices while still reflecting product value. A value-based pricing strategy can be implemented, where prices are determined based on perceived customer

benefits. Additionally, discount programs, bundling packages, or providing incentives to loyal customers can be effective additional strategies for maintaining loyalty.

The finding that satisfaction plays a mediating role in shaping customer loyalty implies that efforts to increase loyalty must begin with creating high levels of satisfaction. Fitriani (2022) emphasized that satisfied customers are more likely to make repeat purchases and provide positive recommendations. Therefore, companies need to focus on creating a holistic, positive customer experience, from the pre-purchase stage to after-sales. A good customer experience will help strengthen the emotional bond between customers and the company, thus maintaining long-term loyalty.

From a marketing management perspective, research findings underscore the importance of a customer-centric approach, placing customer needs and expectations at the center of all business activities. This approach involves a deep understanding of customer needs, purchasing behavior, and the factors influencing satisfaction and loyalty. Companies can conduct regular satisfaction surveys to identify areas for improvement and areas of strength. The data obtained can be used to formulate marketing strategies that are more targeted and responsive to customer needs (Suryani, 2023).

Furthermore, in today's digital era, technology utilization has become a crucial part of marketing strategies. The use of social media, e-commerce platforms, and customer management systems (CRM) can help companies expand their market reach, improve customer interactions, and manage customer relationships more effectively. Kotler and Keller (2021) state that digitalization can help companies understand customer preferences more deeply through data generated from online interactions. By leveraging this data, companies can design promotions that are more personalized and relevant to customer needs.

Companies also need to develop effective communication strategies to strengthen their brand image. Clear and consistent communication regarding product quality, the value offered, and the company's commitment to customer service can increase customer trust and loyalty. Communication can be conducted through various channels, such as social media, websites, product catalogs, and customer service. According to Urfanya (2022), good communication can strengthen company-customer relationships and increase long-term loyalty.

Furthermore, collaborating with influential parties in the fashion industry can also help improve marketing performance. For example, partnering with local influencers to promote products can help expand market reach and increase brand appeal among consumers. This collaboration can make it easier for companies to enter new market segments and build loyalty through credible third-party recommendations.

Overall, the research findings indicate that improving product quality, service, and competitive pricing, along with a focus on customer satisfaction, are key strategies for increasing customer loyalty. This loyalty becomes a significant asset for a company, creating a stable revenue stream, reducing new customer acquisition

costs, and strengthening its market position. Therefore, companies need to formulate a comprehensive marketing strategy that encompasses improving product quality and service, appropriate pricing, and utilizing technology and effective communication.

Going forward, companies need to regularly evaluate their marketing strategies to ensure they remain relevant to changing customer preferences and needs. Furthermore, further research can be conducted to explore other variables that may influence customer loyalty, such as brand image or digital experience. This way, companies can continuously adapt and innovate to maintain high marketing performance and customer loyalty amidst dynamic market competition.

CONCLUSION

This study aims to analyze the influence of product quality, service quality, and price on customer satisfaction and loyalty at CV. Pabrik Baju Bandung. Based on the results of the data analysis and discussion, several important conclusions can be drawn. First, product quality is proven to be the most dominant factor in increasing customer satisfaction. This indicates that fashion industry customers highly consider the physical qualities of products, such as material, design, and durability, in assessing their satisfaction.

Second, service quality also has a positive and significant impact on customer satisfaction. Fast, responsive, and accurate service plays a crucial role in creating a pleasant shopping experience. However, research findings indicate that several challenges remain regarding delivery accuracy and order handling, necessitating consistent service improvements.

Third, price has a positive effect on satisfaction, although its contribution is less than that of product and service quality. Customers are more likely to accept the price offered if the product's value and benefits match their expectations.

Fourth, customer satisfaction acts as a crucial mediator linking product quality, service quality, and price to customer loyalty. Satisfied customers are more likely to make repeat purchases and provide positive recommendations, thus strengthening their loyalty to the company.

Overall, this study confirms that the combination of superior product quality, good service, and competitive pricing is a key strategy in building customer satisfaction and loyalty. These findings have important implications for CV. Pabrik Baju Bandung in formulating more effective and sustainable marketing strategies. The company needs to evaluate and improve aspects of product quality, service, and pricing to be able to compete optimally in the increasingly dynamic fashion industry. Furthermore, future research is expected to incorporate other variables such as brand image or digital experience to gain a more comprehensive understanding of the factors influencing customer loyalty in the Indonesian fashion sector.

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