
The Influence of Product Quality on Consumer Loyalty with Customer Satisfaction and Brand Trust as Mediating Variables (Case Research on Samsung Smartphone Consumers in Malang City)

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Abstract

Indonesian consumers want and demand to get good quality products, have a high awareness of their rights, and always express their interests and fight for their welfare so that the character of these consumers will encourage companies to work more efficiently and innovatively. This research aims to determine the direct and indirect influence of Product Quality on Consumer Loyalty through Customer Satisfaction and Brand Trust among Samsung smartphone consumers. This research uses a descriptive explanatory quantitative approach that describes the relationship between variables and the population of Samsung smartphone consumers in Malang City. The sampling technique using purposive sampling totaled 210 respondents. The research instrument used was a closed questionnaire that had previously been tested, namely through validity and reliability tests so that the questionnaire items were declared valid and reliable to be used as research instruments. Data analysis in this research, includes a) descriptive data analysis, b) classical assumption test, c) path analysis, and finally d) Sobel test. This research uses the SPSS version 25 data processing program. The results show: Directly product quality has a significant effect on consumer loyalty with a significance value of 0.033 and a beta value of 0.165. 2) Directly product quality has a significant effect on customer satisfaction with a significance value of 0.000 and a beta value of 0.501. 3) Directly product quality has a significant effect on brand trust with a significance value of 0.000 and a beta value of 0.780. 4) Directly customer satisfaction has a significant effect on consumer loyalty with a significance value of 0.000 and a beta value of 0.503. 5) Directly brand trust has a significant effect on consumer loyalty with a significance value of 0.021 and a beta value of 0.181. 6) Indirectly product quality has a significant effect on consumer loyalty through customer satisfaction with an indirect influence value of 0.252. 7) Indirectly product quality has a significant effect on consumer loyalty through brand trust with an indirect influence value of 0.141

Keywords: Product Quality, Consumer Loyalty, Customer Satisfaction, Brand Trust

INTRODUCTION

Life in the current era cannot be separated from the existence of digital technology. With its rapid development from time to time, technology has now become an important necessity in human life. Technology has now entered almost all aspects of life. Almost every activity that humans do every day always involves the presence of technology. One area of technology that is very important in today's life is telecommunications technology. The development of telecommunications technology is always changing and evolving from time to time. In the past, the existing telecommunications media were inefficient and only one way of delivering information, such as the use of letters, radio calls (pagers), or telegrams. But nowadays telecommunication media is becoming more practical and easier to use. If in the past we only used telephones in certain places such as public telephones or at home, now we can make telephone connections anywhere using mobile phones.

The social media platform company from Canada, Hootsuite, in collaboration with We are Social from the UK recently released the development of internet users around the world, including Indonesia. The report is titled "Digital 2020: A comprehensive look at the state of the internet, mobile devices, social media, and e-commerce." For Indonesia, from a total of 272.1

million people, internet users reach 175.4 million people. Interestingly, the number of connected smartphones reached 338.2 million units, almost double the number of internet users. This means that almost the average Indonesian has more than one smartphone. Meanwhile, the number of social media users reached 160 million people. Compared to the January 2019 period, in January 2020, the number of internet users increased by 17%, an increase of 25 million people (Arisandi. Cyberthreat. id, 2020).

However, along with the rapid development of smartphones so far, more and more brands have emerged in the community. One brand that is widely used and very well known to the public is Samsung. Samsung is a multinational company from South Korea which is currently one of the big companies in the Indonesian smartphone market. Some of the advantages that make Samsung cellphones able to continue to compete in today's tight industry, namely, that Samsung always provides the best screen technology for all its products. Samsung also embeds Super AMOLED screen technology for cellphones that are not included in the flagship category. In addition to technology, Samsung cellphone products also have the same good quality of durability. This can be seen from the quality of the hardware that is resistant to various conditions, such as dusty areas, splashes of water, and impact resistance. Meanwhile, for software, consumers can still upgrade the operating system for the next five years. This is one of the main factors that keep many people loyal to using cell phones from the Ginseng Country (Kompas.com, 2021).

Based on data released by Canals Estimates, Samsung smartphones experience a decline every year which is averaged 3.9%, even though Samsung 2018 was the first top smartphone vendor. The level of customer loyalty that has begun to decline must be used as input to increase consumer loyalty to Samsung smartphones to win the competition.

According to Kotler & Keller (2014) Fostering an attitude of loyalty is not something that can be obtained easily, many factors affect the loyalty of consumers, namely the first is product quality, good product quality will directly affect the level of consumer satisfaction and if it takes place continuously. will result in consumers who are always loyal to buying or using the product. In addition to product quality, consumer satisfaction also affects which can create a good basis for repeat purchases and the creation of consumer loyalty, forming word-of-mouth recommendations that can benefit the company (Sangadji and Sopiah, 2013). And satisfaction becomes antecedent to trust (Geyskens et al., 1999). consumers who have confidence in the brand can increase consumer loyalty (Sahin, 2011).

Based on this description, researchers are interested in making Samsung smartphone products as objects in this research. In this research, the authors also used the Malang City Area which was taken from 3 counters in the city of Malang, namely, the Samsung Experience Store Suhat (Samsung's official store), Tiga Putra Handphone, and Alibaba Store Malang as research locations.

RESEARCH METHODS

This research uses a descriptive explanatory type of quantitative approach that describes the relationship between variables and the population of Samsung smartphone consumers in Malang City. The sampling technique used purposive sampling totaling 210 respondents. Data collection was done by determining the research subject, namely Samsung smartphone consumers in Malang City by using a questionnaire. The questionnaire used is closed while the scale used is a Likert scale. The scoring uses a Likert scale with 5 alternative answers, namely: Strongly Disagree: 1, Disagree: 2, Moderately Agree: 3, Agree: 4, and Strongly Agree: 5. Then the data is analyzed using the Statistical Package for The Social Science application or which is

now better known as Statistical Product and Service Solutions (SPSS) version 25. The data analysis used in this research consisted of descriptive statistical data analysis, classical assumption test, path analysis, and Sobel test. Here is the research design.

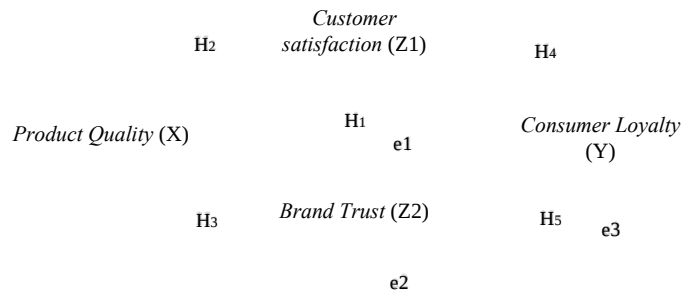


Figure 1: Research Design

Based on Figure 1 above, this research is descriptive explanatory research which means describing the influence of the variables studied. Descriptive means explaining and analyzing research variables, namely the variables Product quality (X), Customer Satisfaction (Z1), Brand Trust (Z2) Consumer Loyalty (Y). While the explanation means looking for causal influences between research variables through hypotheses. The causal influence is the direct influence between Product Quality (X), Customer Satisfaction (Z1), Product Quality (X), Brand Trust (Z2), and the indirect influence on Product Quality (X), Consumer Loyalty (Y) through Customer Satisfaction (Z1) and Brand Trust (Z2) on Samsung smartphone consumers in Malang City area.

The design of this research is also based on the COR theory and JD-R theory as well as previous relevant research. So that researchers can make a hypothesis of direct and indirect influence in this research. More details can be seen in the following hypothesis summary table.

Table 1: Summary of Hypotheses

Hypothesis	Statement
H1	Product Quality has a positive and significant influence on Consumer Loyalty
H2	Product Quality has a positive and significant impact on customer satisfaction
H3	Product Quality has a positive and significant influence on Brand Trust
H4	Customer Satisfaction has a positive and significant influence on Consumer Loyalty
H5	Brand Trust has a positive and significant influence on Consumer Loyalty
H6	Product Quality has a positive and significant indirect influence on Consumer Loyalty through Customer Satisfaction
H7	Product Quality has a positive and significant indirect influence on Consumer Loyalty through Brand Trust

RESULTS AND DISCUSSION

Result

Hypothesis Test

Hypothesis testing is used to test the direct and indirect influence of exogenous variables on endogenous variables. The hypothesis is accepted or rejected based on the criteria if the p-value < 0.05 then H_0 is accepted, or it is stated that the regression coefficient obtained is significant. The results of testing the direct and indirect influence hypothesis can be seen in the following table:

Table 2: Indirect Hypothesis Testing Results

Variable	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	1,161	1,826		,636	,526
Product Quality	,155	,072	,165	2,152	,033
Customers Satisfaction	,742	,083	,503	8.934	,000
Brand Trust	,280	,120	181	2.328	,021
R square	0,538				
e3	0,6797				

1) Based on Table 2 above, it can be seen that variable X (Product Quality) has a positive and significant influence on variable Y (Consumer Loyalty) which is indicated by a Beta value of 0.165 and a significance value of $0.033 < 0.05$. and Variable Z1 (Customer Satisfaction) has a positive and significant influence on variable Y (Consumer Loyalty) which is indicated by a Beta value of 0.503 and a significance value of $0.000 < 0.05$.

As for obtaining the influence of the error (e3), the formula is used:

$$e3 = 1 - R^2 = \sqrt{1 - 0,38} = 0,462$$

$$Y = \beta_2 X + \beta_4 Z1 + e_3$$

$$Y = 0,165 X + 0,503 Z1 + 0,680$$

2) Based on Table 2 above, it can be seen that variable X (Product Quality) has a positive and significant influence on variable Y (Consumer Loyalty) which is indicated by a Beta value of 0.165 and a significance value of $0.033 < 0.05$. and Variable Z2 (Brand Trust) has a positive and significant influence on variable Y (Consumer Loyalty) which is indicated by a Beta value of 0.181 and a significance value of $0.021 < 0.05$.

As for obtaining the influence of the error (e3), the formula is used:

$$e3 = 1 - R^2 = \sqrt{1 - 0,356} = 0,644$$

$$Y = \beta_3 X + \beta_5 Z2 + e_3$$

$$Y = 0,165 X + 0,181 Z2 + 0,680$$

Coefficient of determination (R^2) of 0.538 shows the direct influence of Product Quality and Customer Satisfaction on Consumer Loyalty of 53.8% while 48.4% is influenced by other variables outside the model or this research.

Table 3: Results of Direct Hypothesis Testing (Product Quality) on variables (Customer Satisfaction).

Variable	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	7,913	1,452		5,448	,000
Product Quality	,319	,038	,501	8,359	,000
R square	0,251				
e1	0,865				

Based on table 3 above, it can be seen that variable X (Product Quality) has a positive and significant influence on the variable Z1 (Customer Satisfaction) which is indicated by a Beta value of 0.501 and a significance value of 0.000 < 0.05.

As for obtaining the influence of the error (e1), the formula is used:

$$e1 = 1 - R^2 = \sqrt{1 - 0,251} = 0,749$$

$$Z = \beta_1 X + e_1$$

$$Z = 0,501 X + 0,865$$

Coefficient of determination (R^2) amounting to 0.251 shows the direct influence of Product Quality on the Customer Satisfaction variable by 25.1% while 74.9% is influenced by other variables outside the model or this research.

Product Quality has a positive and significant influence on Consumer Loyalty through Customer Satisfaction.

Indirect influence: $= X \rightarrow Z1 \rightarrow Y$

$$= \beta_1 \times \beta_4$$

$$= 0,501 \times 0,503$$

$$= 0,252$$

Table 4: Results of Direct Hypothesis Testing (Product Quality) on variables (Brand Trust).

Variable	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	3,496	1,004		3,482	,001
Product Quality	,473	,026	,780	17,968	,000
R square	0,608				
e1	0,626				

Based on table 4 above, it can be seen that variable X (Product Quality) has a positive and significant influence on the variable Z2 (Brand Trust) which is indicated by a Beta value of 0.780 and a significance value of 0.000 < 0.05.

As for obtaining the influence of the error (e2), the formula is used:

$$e2 = 1 - R^2 = \sqrt{1 - 0,608} = 0,392$$

$$Z = \beta_2 X + e_2$$

$$Z = 0,780 X + 0,626$$

Coefficient of determination (R^2) of 0.608 shows the direct influence of Product Quality on the Brand Trust variable of 60.8% while 39.2% is influenced by other variables outside the model or this research.

Product Quality has a positive and significant influence on Consumer Loyalty through Brand Trust.

$$\begin{aligned}\text{Indirect influence: } &= X \rightarrow Z2 \rightarrow Y \\ &= \beta_2 \times \beta_5 \\ &= 0,780 \times 0,181 \\ &= 0,141\end{aligned}$$

H1: The influence of Product Quality on Consumer Loyalty, has a significance value of 0.033 <0.05 and a Beta value of 0.165. Based on these results, it can be concluded that H1 is accepted.

H2: The influence of Product Quality on Customer Satisfaction has a significance value of 0.000 <0.05 and a Beta value of 0.501. Based on these results, it can be concluded that H2 is accepted.

H3: The influence of Product Quality on Brand Trust has a significance value of 0.000 <0.05 and a Beta value of 0.780. Based on these results, it can be concluded that H3 is accepted.

H4: The influence of Customer Satisfaction on Consumer Loyalty has a significance value of 0.000 <0.05 and a Beta value of 0.503. Based on these results, it can be concluded that H4 is accepted.

H5: The influence of Brand Trust on Consumer Loyalty has a significance value of 0.021 <0.05 and a Beta value of 0.181. Based on these results, it can be concluded that H5 is accepted.

H6: The influence of Product Quality on Consumer Loyalty through Customer Satisfaction has a Beta value of 0.753. Based on these results, it can be concluded that H6 is accepted.

H7: The influence of Product Quality on Consumer Loyalty through Brand Trust has a Beta value of 0.921. Based on these results, it can be concluded that H7 is accepted.

Path Analysis

The following is the interpretation of the path analysis which can be seen in table 4 below

Table 5: Results of Path Analysis

Influence Between Variables	Influence	
	Direct	Indirect
Influence X → Y	0,165	-
Influence X → Z1	0,501	-
Influence X → Z2	0,780	-
Influence Z1 → Y	0,503	-
Influence Z2 → Y	0,181	-
Influence X → Z1 → Y	0,501	0,252
Influence X → Z2 → Y	0,780	0,141

Based on the structure of this research model, the empirical equation can be made as follows.

- a. $Y = \beta_2 X + \beta_4 Z1 + e_3$
 $Y = 0,165 X + 0,503 Z1 + 0,680$
 $Y = \beta_3 X + \beta_5 Z2 + e_3$
 $Y = 0,165 X + 0,181 Z2 + 0,680$
- b. $Z = \beta_2 X + e_1$
 $Z = 0,501 X + 0,865$
 $Z = \beta_3 X + e_2$
 $Z = 0,780 X + 0,626$

The following are the results of the path analysis in the form of a diagram

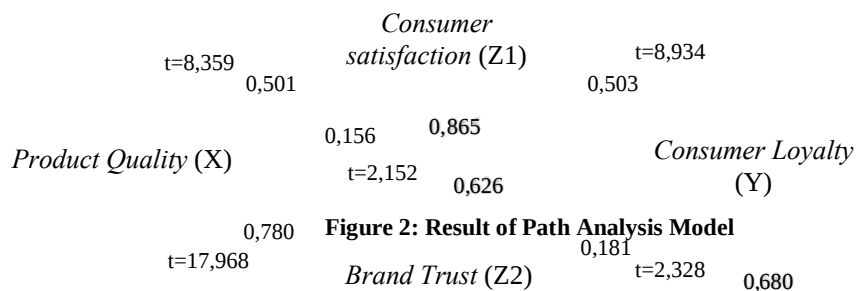


Figure 2 above also explains the beta standardized and the magnitude of the indirect and direct influences of each variable.

Coefficient of determination: $R^2 = 1 - P_e 1^2 * P_e 2^2 \dots \dots \dots P_e x^2$.

Interpretation (R^2) determination as follows:

1) $R^2 = 1 - (0,680^2) (0,865^2) = 1 - 0,346 = 0,654$

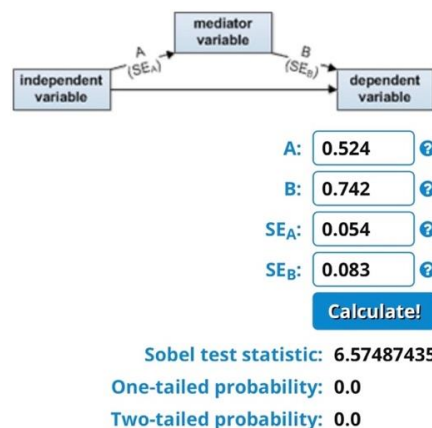
Based on the coefficient of determination above, it shows a direct and indirect influence of 0.654 or 65.4% in other words the information contained in the data (65.4%) is explained by the model. Meanwhile (34.6%) is explained by variables outside the model or this research.

2) $R^2 = 1 - (0,680^2) (0,626^2) = 1 - 0,181 = 0,819$

Based on the coefficient of determination above, it shows a direct and indirect influence of 0.819 or 81.9% in other words the information contained in the data (81.9%) is explained by the model. Meanwhile (18.1%) is explained by variables outside the model or this research.

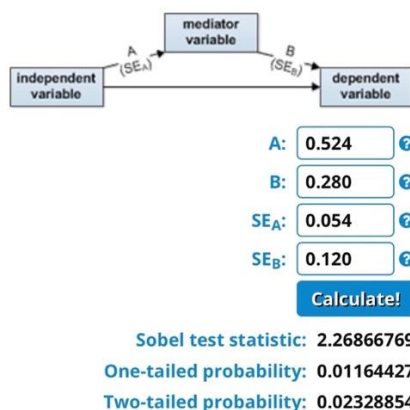
Sobel Test

Figure 3: Analysis results with Sobel Test Calculator For The Signification of Mediation Kris Preach



From the above calculation, the statistical value (z-value) for the influence of the customer satisfaction variable as a mediating variable between the product quality and consumer loyalty variables is 6.57487435 which is greater than 1.96 and the significance of the One-tailed probability is 0.0 because the p-value of 0.0 is smaller than 0.05, it can be concluded that the indirect influence is significant in line with the previous test using path analysis, then the mediation hypothesis is supported.

Figure 4: Analysis results with Sobel Test Calculator For The Signification of Mediation Kris Preach



From the above calculation, the statistical value (z-value) for the influence of the brand trust variable as a mediating variable between the product quality and consumer loyalty variables is 2.26866769 greater than 1.96 and the significance for the One-tailed probability is 0.0116. Because the p-value of 0.01 is smaller than 0.05, it can be concluded that the indirect influence is significant in line with the previous test using path analysis, so the mediation hypothesis is supported.

Discussion

The Influence of Product Quality on Consumer Loyalty on Samsung Smartphone Consumers in Malang City

The results of this research state that product quality influences consumer loyalty for Samsung smartphones in Malang City. Product quality is a characteristic of a product provided to customers. Loyalty is a commitment that is strongly held by customers so that they return to buy the product. Samsung smartphone consumers in the city of Malang believe that the quality of Samsung products is very useful in daily use and not only that, Samsung has various types so the quality of Samsung products makes consumers loyal. The characteristics of consumer loyalty include making repeat purchases and recommending products to others (Griffin, 2005). This is evident in the statements given, that Samsung smartphone consumers in the city of Malang have a level of loyalty to Samsung smartphone products which is shown in the desire to make repeat purchases in the future, although there are still Samsung smartphone consumers in Malang who are less willing to recommend Samsung products to their customers. other consumers to make purchases.

Based on the respondent's assessment of product quality, the loyalty of consumers to Samsung smartphone users in the city of Malang has a considerable influence. This is in line with research (Purwanto, 2021; Atulkar, 2020; Yu Chwo, 2005 which concluded that product quality has a positive and significant influence on consumer loyalty.

The Influence of Product Quality on Customer Satisfaction on Samsung Smartphone Consumers in Malang City

The results of this research state that there is a positive and significant influence between Product Quality and Customer satisfaction on Samsung smartphone consumers in Malang City. This can indicate that the better the quality of Samsung's smartphone products, the more customer satisfaction will increase. The quality of Samsung smartphone products can provide product benefits to Samsung smartphone consumers when used in daily life so that Samsung smartphone consumers in the city of Malang feel satisfied and decide to repurchase in the future. Improving product quality is very important, thus Samsung smartphone products are getting higher and higher quality. If the improvement of product quality is carried out by

Samsung, then Samsung will be able to continue to satisfy its consumers and increase the number of consumers. The feeling of pleasure after comparing the performance of the product that is thought to be expected is the satisfaction of the customer (Kotler, 2014).

Based on the respondent's assessment of product quality, the satisfaction of consumers on Samsung smartphone users in the city of Malang has a considerable influence. In line with research (Gstngr, 2021 and Mohd, 2016) which concludes that product quality has a positive and significant influence on customer satisfaction.

The Influence of Product Quality on Brand Trust on Samsung Smartphone Consumers in Malang City

The results of this research indicate that there is a positive and significant influence between product quality and brand trust on Samsung smartphone consumers in Malang City. This means that the better the quality of Samsung's smartphone products, the better the customer's brand trust in Samsung's smartphone products in Malang City. As explained by (Ferrinadewi, 2008) trust is defined as the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. With the way Samsung smartphones display the quality of the products produced, customers have more confidence in these products. The quality of a good Samsung smartphone creates trust in the minds of customers not to switch to other products. This is proven by consumers of Samsung smartphones in Malang City, who stated that they believe that Samsung smartphones are indeed a quality smartphone brand.

It is also supported by research conducted by Hapsoro & Hafidh (2018) that there is a positive relationship between Product Quality and Brand Trust. This is also in line with the research of Nuridin (2018) and Chinomona (2013) which state that product quality has a positive and significant influence on Brand Trust.

The Influence of Customer Satisfaction on Consumer Loyalty on Samsung Smartphone Consumers in Malang City

The results of this research state that there is a significant relationship between customer loyalty and consumer loyalty among Samsung smartphone consumers in Malang City. This means that the greater customer satisfaction with Samsung smartphones, the more loyal customers are to their choice. This is also evident from Samsung smartphone consumers in Malang City, who stated that if they wanted to upgrade their smartphone, they would buy a Samsung smartphone again. This proves that consumers of Samsung smartphones in Malang City are satisfied with Samsung smartphone products.

The emergence of customer loyalty is largely determined by customer satisfaction after using a certain product, loyalty to the product in this case the Samsung smartphone product is expected by customers who have used it to make repeat purchases or tell positive things about the product. This also agrees with research conducted by Chakraborty & Debarun (2019) that there is a positive relationship between customer loyalty and consumer loyalty.

The Influence of Brand Trust on Consumer Loyalty on Samsung Smartphone Consumers in Malang City

The results of this research indicate that there is a significant influence between Brand Trust and Consumer Loyalty on Samsung smartphone consumers in Malang City. This means that the higher the level of brand trust in the Samsung smartphone, the higher the consumer loyalty to the Samsung smartphone in Malang City. Thus, the loyalty of Samsung smartphone consumers in Malang City is influenced by the brand trust. Brand trust can make consumers make Samsung smartphones the main choice compared to other brands. It is proven that consumers of Samsung smartphones in Malang City when they want to upgrade their

smartphones, will buy Samsung smartphones again. This good level of brand trust provides an opportunity for Samsung to continue to increase customer loyalty.

The influence of Brand Trust on Consumer Loyalty is supported by the results of previous relevant studies which can also be found in research (Garcia, 2020) and (Zehir, 2011). Stating that brand trust affects consumer loyalty.

The Influence of Product Quality on Consumer Loyalty through Customer Satisfaction on Samsung Smartphone Consumers in Malang City

There is an influence between Product Quality variables on Consumer Loyalty through Customer Satisfaction, GstNgr and Yasa (2021) say that product quality is found to be the main factor in increasing customer satisfaction, thereby creating a sense of customer loyalty. Product quality through customer satisfaction on customer loyalty has a greater influence than product quality on customer loyalty. One of the important factors that make customers loyal is the quality of quality and competitive products where if the product is of low quality, then the customer will be disloyal to the products we offer. Likewise, customers will be loyal because the products offered have high quality when compared to other competing products. Therefore, the customer satisfaction factor needs to be supported through the quality of products offered.

Consumer satisfaction is divided into two, including functional satisfaction that can be obtained from the function or use of a product as happened to Samsung smartphone consumers in this research, because consumers use Samsung smartphones it is expected that consumers will feel helped in maintaining data security and user comfort. Second, psychological satisfaction is obtained from intangible attributes such as Samsung smartphone consumers who feel proud when using smartphones with the innovations they highlight, besides that, Samsung smartphone consumers also feel an increase in social status, this is based on the fact that smartphone users are still relatively rare. because the prices offered by Samsung smartphones are still quite expensive and then middle and upper consumer commodities are created. This is evident that most Samsung smartphone users are private employees, whereas private employees to buy Samsung smartphones are very qualified because they already have a monthly income.

Based on the findings in this research, Product Quality has a positive and significant influence on Consumer Loyalty through Customer Satisfaction among Samsung smartphone consumers in Malang City. The results of previous studies are following research conducted by Purwanto & Rachma (2021) which shows that product quality can provide consumer satisfaction, thereby causing consumer loyalty. In this case, it can be interpreted that product quality can make customers feel satisfied and lead to an attitude of loyalty from consumers.

The Influence of Product Quality on Consumer Loyalty through Brand Trust on Samsung Smartphone Consumers in Malang City

There is an influence between Product Quality variables on Consumer Loyalty through Brand Trust, Purwanto & Rachma (2021) say that product quality contributes to trust, namely the higher the product quality given to consumers, the higher the trust. High trust in the product creates high loyalty from consumers. This means that brand trust must have and improve product quality to foster consumer loyalty. Providing the highest quality products is a must for Samsung smartphones. The higher the quality of the product provided, the higher the customer trust, so the higher the customer loyalty. Samsung is a smartphone brand that you can always rely on. The integrity of Samsung smartphones is very high with the development of innovations that are always carried out.

In this research, consumers believe that the Samsung brand is a quality brand. In the case of comparing the level of interest of Samsung smartphone consumers in choosing Samsung products or other smartphone products with the same quality, it will be seen that Samsung smartphone consumers will still prefer the Samsung brand even though the price of

Samsung smartphones is more expensive than competitors. That's because consumers of Samsung smartphones in Malang City believe that the integrity of the Samsung smartphone brand is very high with the development of innovations that are always carried out. So that Samsung smartphone consumers in Malang are willing to pay more for the quality of the products offered. This finding can be proven from the demographics of Samsung's consumer jobs in Malang City, where most Samsung smartphone users work as private employees who have the lowest salary, namely the minimum wage. So even able to buy a flagship smartphone issued by Samsung.

Based on the findings in this research, product quality through brand trust influences consumer loyalty to Samsung smartphone consumers in Malang City. This is in line with research conducted by (Atulkar, 2020), (Omorieg et.al, 2019), and (Yieh et.al, 2007) that there is a significant relationship between product quality and consumer loyalty through brand trust.

CONCLUSION

Based on the results of the research indicate that: Directly product quality has a significant effect on consumer loyalty with a significance value of 0.033 and a beta value of 0.165. 2) Directly product quality has a significant effect on customer satisfaction with a significance value of 0.000 and a beta value of 0.501. 3) Directly product quality has a significant effect on brand trust with a significance value of 0.000 and a beta value of 0.780. 4) Directly customer satisfaction has a significant effect on consumer loyalty with a significance value of 0.000 and a beta value of 0.503. 5) Directly brand trust has a significant effect on consumer loyalty with a significance value of 0.021 and a beta value of 0.181. 6) Indirectly, product quality has a significant effect on consumer loyalty through customer satisfaction with an indirect influence value of 0.252. 7) Indirectly product quality has a significant *effect on consumer loyalty through brand trust with an indirect influence value of 0.141.*

The advice given based on this research is that the Samsung company is expected to maintain consistency in product quality so that the company's Smartphone products become a favorite brand for customers, continue to maintain the good reputation of the company, and maintain a good reputation in dealing with customers and the company's actions against promises given to customers, as well as improving product performance so that customers feel satisfied and have a good experience with the brand as well as the company's concern for customer complaints so that the company can increase customer trust in the company, Samsung must regenerate brand trust so that it is expected customers will be loyal and will not switch to other smartphone product brands.

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