THE EFFECT OF PRODUCT QUALITY AND PROMOTION ON CONSUMER SATISFACTION OF RABBANI USERS IN RANCAEKEK DISTRICT BANDUNG REGENCY

PENGARUH KUALITAS PRODUK DAN PROMOSI TERHADAP KEPUASAN KONSUMEN PENGGUNA RABBANI DI KECAMATAN RANCAEKEK KABUPATEN BANDUNG

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Abstract

The rapid growth of the Muslim fashion industry in Indonesia has intensified competition among Muslim fashion brands, particularly in the hijab segment. This intense competition requires companies to maintain high product quality and implement effective promotional strategies to create consumer satisfaction. Rabbani, as one of Indonesia's national Muslim fashion brands, faces challenges related to declining consumer perceptions of product quality and promotional effectiveness, which have an impact on consumer satisfaction, especially in Rancaekek District, Bandung Regency. This study aims to examine and analyze the influence of product quality and promotion on consumer satisfaction among Rabbani hijab users in Rancaekek District, Bandung Regency, both partially and simultaneously. This research employs a quantitative approach using descriptive and verificative methods. The population of this study consists of consumers who use Rabbani hijabs in Rancaekek District, with a sample of 96 respondents selected through purposive sampling. Data were collected through questionnaires developed based on indicators of product quality, promotion, and consumer satisfaction. The data analysis techniques used include descriptive analysis to describe the condition of each variable and multiple linear regression analysis to test the influence of product quality and promotion on consumer satisfaction. The analysis was also supported by classical assumption tests, coefficient of determination tests, and hypothesis testing through partial tests (t-test) and simultaneous tests (F-test). The results of the study indicate that product quality and promotion have a positive and significant effect on consumer satisfaction, both partially and simultaneously. Good product quality and attractive, well-targeted promotional strategies are able to enhance consumer satisfaction with Rabbani products. Therefore, it is recommended that Rabbani place greater emphasis on maintaining consistent product quality and optimizing promotional strategies to improve consumer satisfaction and loyalty amid increasingly competitive conditions in the Muslim fashion industry.

Keywords : Product Quality, Promotion, Consumer Satisfaction.

Abstrak

Perkembangan industri fashion muslim di Indonesia yang semakin pesat mendorong persaingan antar merek busana muslim, khususnya pada produk kerudung. Persaingan yang ketat menuntut perusahaan untuk mampu menjaga kualitas produk serta menerapkan strategi promosi yang efektif guna menciptakan kepuasan konsumen. Rabbani sebagai salah satu merek busana muslim nasional menghadapi tantangan berupa menurunnya persepsi konsumen terhadap kualitas produk dan efektivitas promosi, yang berdampak pada tingkat kepuasan konsumen, khususnya di Kecamatan Rancaekek Kabupaten Bandung. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk dan promosi terhadap kepuasan konsumen pengguna kerudung Rabbani di Kecamatan Rancaekek Kabupaten Bandung, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Populasi dalam penelitian ini adalah konsumen pengguna kerudung Rabbani di Kecamatan Rancaekek, dengan jumlah sampel sebanyak 96 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner yang disusun berdasarkan indikator variabel kualitas produk, promosi, dan kepuasan konsumen. Teknik analisis data yang digunakan meliputi analisis deskriptif untuk menggambarkan kondisi masing-masing variabel serta analisis regresi linier berganda untuk menguji pengaruh kualitas produk dan promosi terhadap kepuasan konsumen. Pengujian juga dilengkapi dengan uji asumsi klasik, uji koefisien determinasi, serta uji hipotesis secara parsial (uji t) dan simultan (uji F). Hasil penelitian menunjukkan bahwa kualitas produk dan promosi berpengaruh positif dan signifikan terhadap kepuasan konsumen, baik secara parsial maupun simultan. Kualitas produk yang baik serta promosi yang menarik dan tepat sasaran mampu meningkatkan kepuasan konsumen terhadap produk Rabbani. Oleh karena itu, disarankan agar Rabbani lebih memperhatikan konsistensi kualitas produk dan mengoptimalkan strategi promosi guna meningkatkan kepuasan serta loyalitas konsumen di tengah persaingan industri fashion muslim yang semakin kompetitif.

Kata Kunci : Kualitas Produk, Promosi, Kepuasan Konsumen.

1. INTRODUCTION

The Muslim fashion industry in Indonesia has experienced rapid growth and contributes significantly to the national economy, particularly through e-commerce activities. According to the 2024 E-Commerce Statistics Report by Statistics Indonesia, more than 4.5 million MSMEs engage in the online trade of Muslim fashion and hijab products, with the highest concentration located in Java due to strong digital infrastructure and high internet penetration (Statistics Indonesia, 2024).

Competition among hijab brands such as Zoya, Elzatta, Azzura, and Rabbani continues to intensify, making product quality, design innovation, and promotional strategies critical in maintaining customer satisfaction and loyalty (Kotler et al., 2020). However, recent consumer reviews indicate a decline in perceived product quality for some Rabbani products, including thinner materials and less-neat stitching, which may negatively affect brand perception.
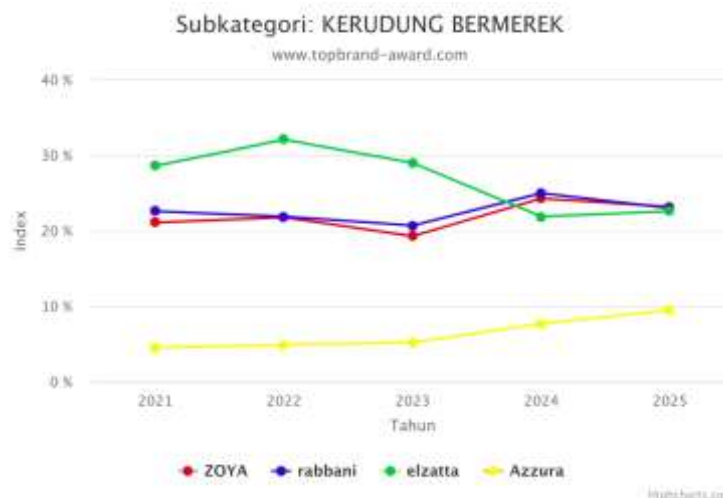
Figure 1. Top Brand Index

This condition is reflected in the 2025 Top Brand Index, where Rabbani's brand index decreased from 25% in 2024 to 23% in 2025, while several competitors remained relatively stable (*see Figure 1*). This decline suggests a reduction in consumer loyalty and satisfaction toward Rabbani products (Astuti & Ali, 2024).

Furthermore, a preliminary survey of 30 Rabbani consumers in Rancaekek District shows that most respondents perceive declining product quality, less-attractive promotional activities, and relatively low to moderate levels of customer satisfaction. These findings align with previous studies emphasizing that product quality and promotion significantly influence consumer satisfaction and purchasing decisions (Fatika, 2024)

Given that Rancaekek has a strong Muslim consumer base and a high proportion of women in productive age groups, it is important to analyze the influence of product quality and promotion on consumer satisfaction among Rabbani users in this area. The results of this study are expected to provide managerial insights for improving product quality, enhancing promotional strategies, and strengthening brand competitiveness.

2. RESEARCH METHOD

This study employs a descriptive and verification research method with a quantitative approach. The descriptive method is used to explain consumers' perceptions of product quality and promotion, while the verification method tests the effect of these variables on customer satisfaction through statistical hypothesis testing (Sugiyono, 2020). The quantitative approach enables the collection of numerical data that can be measured and analyzed statistically to identify relationship patterns between variables objectively (Sarwono, 2022).

The research subjects are Rabbani product consumers in Rancaekek District, while the research objects consist of product quality (X_1), promotion (X_2), and customer satisfaction (Y). The population consists of 2,235 consumers, and the sample is determined using probability sampling with a simple random sampling technique. Based on the Slovin formula, a total of 96 respondents are selected as the research sample.

The study utilizes primary data obtained through questionnaires and secondary data sourced from books, journals, and relevant literature. The research instrument is tested using validity and reliability tests, with reliability measured through Cronbach's Alpha. Data analysis consists of descriptive statistics and verification analysis using multiple linear regression, supported by classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), correlation analysis, and the coefficient of determination (R^2) to assess the strength of relationships and model feasibility (Sugiyono, 2020).

3. RESULTS AND DISCUSSION

a. Reliability Test Results

Pengujian Reliability				
Variable	Number of Items	Cronbach's Alpha	Reliability Standard	Interpretation
Product Quality	10	0,781	0,60	Reliable
promotion	10	0,784	0,60	Reliable
Customer Satisfaction	10	0,777	0,60	Reliable

Conclusion:

Before conducting hypothesis testing, the measurement instruments were first tested for validity and reliability. Validity was tested using Pearson's Product Moment Correlation with the assistance of SPSS version 27, where each statement item was considered valid if the correlation coefficient value was greater than the r-table value at a 5% significance level (r = 0.201; df = 94). The results of the validity test indicated that all statement items for the variables of product quality, promotion, and consumer satisfaction were declared valid.

Reliability testing was conducted using Cronbach's Alpha, with a minimum acceptable value of 0.60. The results showed that all variables demonstrated high internal consistency, with Cronbach's Alpha values of 0.781 for product quality, 0.784 for promotion, and 0.777 for consumer satisfaction. Overall, the research instruments met the standards of validity and reliability and were therefore deemed appropriate for further analysis.

b. Normality test

A normality test was conducted to ensure that the regression residuals met the classical assumption of normal distribution. The Kolmogorov–Smirnov (K–S) test was applied, where residuals are considered normally distributed if the significance value exceeds 0.05.

The results of the One-Sample Kolmogorov–Smirnov test show an Asymp. Sig. (2-tailed) value of 0.200, while the Monte Carlo significance value is 0.620. Both values are greater than the 0.05 significance level, indicating that the residuals are normally distributed. These findings confirm that the normality assumption is satisfied, and the regression model is appropriate for further statistical analysis.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.46877034
Most Extreme Differences	Absolute		.057
	Positive		.039
	Negative		-.057
Test Statistic			.057
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.620
	99% Confidence Interval	Lower Bound	.607
		Upper Bound	.632

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.
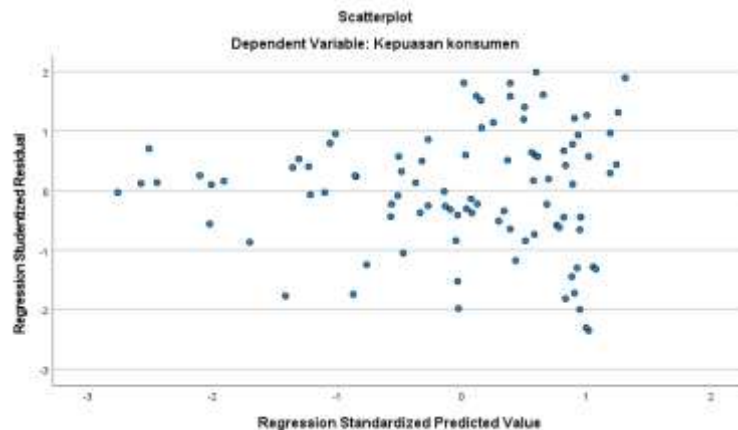
c. Multicollinearity Test

Coefficientsª							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.223	2.137		.105	.917		
TOTAL X	.465	.113	.438	4.126	.000	.264	3.789
TOTAL X2	.414	.099	.445	4.192	.000	.264	3.789
a. Dependent Variable: TOTALY							

Based on the results of the multicollinearity test, the Variance Inflation Factor (VIF) value for the variables Product Quality and Promotion is 3.789, which is lower than the threshold value of 10, and the tolerance value is 0.264, which is greater than 0.10. Therefore,

it can be concluded that the regression model does not exhibit multicollinearity among the independent variables F-Square.

d. Heteroscedasticity Test

Heteroscedasticity was tested using a scatterplot of the Regression Standardized Predicted Values against the Regression Standardized Residuals for the dependent variable, consumer satisfaction. The results indicate that the residual points are randomly distributed above and below the zero line on the Y-axis and do not exhibit any discernible pattern, such as clustering, funnel-shaped, or wave-like patterns. These findings suggest that the regression model is free from heteroscedasticity and meets the assumption of homoscedasticity.

e. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	.223	2.137		.105	.917		
	TOTAL X	.465	.113	.438	4.126	.000	.264	3.789
	TOTAL X2	.414	.099	.445	4.192	.000	.264	3.789

a. Dependent Variable: TOTALY

The results of the multiple linear regression analysis indicate that both independent variables have a positive and significant effect on consumer satisfaction. Product Quality shows a positive influence on Consumer Satisfaction (B = 0.465; β = 0.438; t = 4.126; p < 0.001), while Promotion also has a positive and significant effect (B = 0.414; β = 0.445; t = 4.192; p < 0.001). These findings suggest that higher product quality and more effective promotional activities significantly enhance consumer satisfaction.

f. Hypothesis Testing

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.724	.718	4.517

a. Predictors: (Constant), TOTALX2, TOTALX
b. Dependent Variable: TOTALY

The model summary shows an R value of 0.851, indicating a strong relationship between the independent variables and consumer satisfaction. The R Square value of 0.718 implies that 72,4% of the variation in consumer satisfaction can be explained by product quality and promotion, while the remaining 27.6% is influenced by other factors not included in the model. The Adjusted R Square of 0.718 further confirms the robustness of the regression model.

g. Hypothesis Test Results
1) Hypothesis Testing (t-test)

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	.223	2.137		.105	.917		
TOTALX	.465	.113	.438	4.126	.000	.264	3.789
TOTALX2	.414	.099	.445	4.192	.000	.264	3.789

a. Dependent Variable: TOTALY

The partial t-test results indicate that Product Quality has a positive and significant effect on Consumer Satisfaction ($t = 4.126$; $p < 0.001$). Likewise, Promotion also shows a positive and significant influence on Consumer Satisfaction ($t = 4.192$; $p < 0.001$). These findings confirm that each independent variable individually contributes significantly to consumer satisfaction.

2) Simultaneous Hypothesis Testing

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4968.484	2	2484.242	121.780	.000[b]
Residual	1897.141	93	20.399		
Total	6865.625	95			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX

The ANOVA results show an F-value of 121.780 with a significance level of 0.000 ($p < 0.05$), indicating that the regression model is statistically significant. Since the calculated F-value exceeds the critical F-value, the null hypothesis is rejected. This finding confirms that product quality and promotion simultaneously have a significant effect on consumer satisfaction.

h. Discussion

The Influence of Digital Literacy on Stock Investment Decisions (H1) Digital literacy has a significant positive influence on stock investment decisions (p-value 0.004; original sample 0.198). This indicates that higher digital literacy leads to more active investment decisions, as modern stock trading heavily relies on digital platforms like Bibit, Ajaib, and IPOT. This finding is consistent with Bongomin et al. (2024), who found that digital literacy positively affects fintech adoption, and Salmayanti et al. (2024), who identified digital literacy as a key driver of investment interest.

1) Product Quality

The descriptive analysis indicates that product quality is generally perceived as good, with an average score of 71.8%. The highest score was found in the usefulness of product features, suggesting that Rabbani products are valued for their design, functionality, and comfort. However, the reliability indicator received the lowest score, indicating that some consumers still perceive inconsistencies in product quality over time. Overall, improving product reliability remains an important area for enhancement.

2) Promotion

The promotion variable achieved an average score of 72.93%, indicating a strong category. Discounts and promotional offers were identified as the most effective promotional tools in attracting consumer attention. Nevertheless, the impact of promotion on increasing purchase intention remains relatively low, suggesting that promotional strategies need to be more creative and better aligned with consumer preferences.

3) Consumer Satisfaction

Consumer satisfaction obtained an average score of 62.72%, indicating that consumers are generally satisfied with Rabbani products. The highest satisfaction was related to positive feelings after purchase, while the lowest score was associated with repurchase intention. This suggests that although consumers are satisfied, long-term loyalty still requires improvement.

4) Effect of Product Quality on Consumer Satisfaction

The verification analysis shows that product quality has a positive and significant effect on consumer satisfaction ($\beta = 0.465$; $p < 0.05$). This finding confirms that better perceived product quality leads to higher consumer satisfaction, consistent with prior studies in Muslim fashion products.

5) Effect of Promotion on Consumer Satisfaction

Promotion also has a positive and significant effect on consumer satisfaction ($\beta = 0.414$; $p < 0.05$). Effective promotional activities contribute to favorable consumer perceptions and satisfaction, highlighting the importance of consistent and engaging promotional strategies.

6) Combined Effect of Product Quality and Promotion

Simultaneously, product quality and promotion significantly influence consumer satisfaction ($R^2 = 0.724$; $p < 0.05$), indicating that both variables explain 72.4% of the variation in consumer satisfaction. These results emphasize the importance of maintaining product quality while strengthening promotional efforts to enhance consumer satisfaction.

4. CONCLUSION

This research was conducted to understand the influence of digital literacy, financial literacy Based on the results of the study entitled "The Effect of Product Quality and Promotion on Consumer Satisfaction of Rabbani Users in Rancaekek District," the following conclusions can be drawn:

a. Product Quality

The product quality of Rabbani is categorized as good. Consumers perceive that the product features, designs, and models meet their Muslim fashion needs. However, the reliability aspect received relatively lower evaluations, indicating the need to improve product quality consistency.

b. Promotion

Rabbani's promotional activities in Rancaekek District are also classified as good, particularly in the form of discounts and promotional offers that provide added value to consumers. Nevertheless, the effectiveness of promotions in increasing purchase intention still needs improvement through more targeted and creative strategies.

c. Consumer Satisfaction

Consumer satisfaction is in the moderate to good category. Consumers generally feel satisfied after purchasing Rabbani products; however, their intention to repurchase remains relatively low, indicating that consumer loyalty has not yet been optimally established.

d. Effect of Product Quality on Consumer Satisfaction

The t-test results show that product quality has a positive and significant effect on consumer satisfaction ($Sig < 0.05$).

e. Effect of Promotion on Consumer Satisfaction

The t-test results also indicate that promotion has a positive and significant effect on consumer satisfaction ($Sig < 0.05$).

f. Simultaneous Effect of Product Quality and Promotion on Consumer Satisfaction

sThe F-test results demonstrate that product quality and promotion simultaneously have a significant effect on consumer satisfaction. The coefficient of determination (R^2) of 72.4% indicates a strong relationship between the independent variables and consumer satisfaction.

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