

# PRODUCT QUALITY AND TRUST IN SATISFACTION CONSUMERS MEDIATE PURCHASE DECISIONS

Aprilia Dian Evasari<sup>1\*</sup>, Khuzaini<sup>2</sup>

<sup>12</sup> Indonesia School of Economics (STIESIA), Surabaya, Indonesia

\*Corresponding Author: [priliaeva06@gmail.com](mailto:priliaeva06@gmail.com)

**Abstract:** The purpose of this study was to determine the effect of product quality and trust on consumer satisfaction with purchasing decisions as a mediating variable on the Bandar Tenun Ikat. The population in this study are Tenun Ikat Bandar users who live in Kediri. The sample of this study are 80 respondents. Data collection techniques through questionnaires that have been tested for validity and reliability. Data analysis using Structural Equation Model (SEM). The results of this study indicate (1) product quality has a negative effect on purchasing decisions; (2) Trust has a positive effect on purchasing decisions; (3) Product quality has a positive effect on consumer satisfaction; (4) Trust has a positive effect on consumer satisfaction; (5) Purchasing decisions have a positive effect on consumer satisfaction; (6) Purchasing decisions do not mediate the effect of product quality on consumer satisfaction; (7) Purchasing decisions mediates the effect of trust on the consumer satisfaction.

**Keywords:** Product Quality, Trust, Consumer Satisfaction, Purchasing Decisions

## 1. Introduction

Indonesian woven fabrics are one of Indonesia's rich cultural heritages which have high cultural and economic value. In this modernization era, the tenun ikat industry must continue to develop, because the tenun ikat industry has a very high economic potential, apart from being a source of employment for the community, the tenun ikat industry also has the opportunity to penetrate world exports. market and can provide huge profits. Tenun ikat exoticism can be seen in terms of color, decoration, as well as the type of material and yarn used. Indonesia now has a variety of motifs and types of tenun ikat. Tenun ikat in Bandar Kidul, Kediri, East Java, is a hereditary MSMEs.

**Table 1. Data on Sales Turnover Value of Tenun Ikat Medali Mas for 2015-2021**

Year	Sales (IDR)
2015	393.760.000
2016	465.000.000
2017	540.000.000
2018	618.750.000
2019	765.000.000
2020	918.750.000
2021	960.000.000

Source: Data processed, 2023

In order to meet increasing market demand and consumer needs, the Tenun Ikat Crafts business offers products and services which of course have different prices and marketing strategies. That is the characteristic and advantage of each woven craftsman in the Bandar Kidul Village, Kediri City.

In general, in fulfilling their needs, people definitely prioritize product quality which is an important part of every company's efforts so that their products are able to compete in the market to meet the needs and desires of consumers. The product quality is an important factor and influential in the creation of customer satisfaction. One of the determinants of customer satisfaction after making a purchase and usage of product is the quality of the product (Irawan and Japarianto, 2013). Product quality really needs to be considered when shopping, but trust in the seller is also very necessary especially when we shop through social media. Quality is a characteristic of a product or service related to consumer desires and has advantages and feasibility to be traded (Waluya et.al.,2019). Customer trust has a concept regarding the belief that a product has various attributes and benefits of these various attributes. If these two things run smoothly then consumer satisfaction will be created. This is one of the determinants of the success of a company in developing its business. However, the many choices available in Bandar Kediri Tenun Ikat make it difficult for consumers to make purchasing decisions. As for the formulation of the problem in this study are: (1) Does product quality have a positive effect on purchasing decisions?; (2) Does trust have a positive effect on purchasing decisions?; (3) Does product quality have a positive effect on consumer satisfaction?; (4) Does trust have a positive effect on consumer satisfaction?; (5) Does the purchase decision have a positive effect on consumer satisfaction?; (6) Does the purchase decision mediate the effect of product quality on satisfaction consumers?; (7) Does the purchase decision mediate the effect of trust on satisfaction consumers?

## **2. Literature Review**

### **Product Quality**

Kotler and Keller (2016) state that product quality is the ability of a product to fulfill its function, including durability, reliability, accuracy, ease of use and repair and other valuable attributes. There are 9 factors that affect product quality according to Assauri (2013), namely markets, money, management, people, motivation, materials, machines and mechanics, modern information methods, and production process requirements. According to Tjiptono (2012) indicators to measure product quality are: 1) Performance, 2) Durability, 3) Features, 4) Reliability, 5) Aesthetics, 6) Impression of Quality.

### **Trust**

Trust is the strength of consumer knowledge and everything consumers make that a product has objects, attributes and benefits for consumers (Sangadji dan Sopiah, 2013). This belief cannot simply be acknowledged by other parties or business partners, but needs to be built and proven from the start. Trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected. There are three factors that shape a person's trust, according to Mayer et al., in Rofiq (2007), namely ability, benevolence, and integrity. According to Kim et al., in Sukma (2012) there are 3 indicators to measure trust, namely : 1. Satisfaction guarantee, 2. Caution, and 3. Candor.

### **Consumer Satisfaction**

According to Kotler (2009) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of an idea with the expected performance (results). If performance meets expectations, consumers will be satisfied, but if

performance exceeds expectations, consumers will feel more satisfied and happy. Value and customer satisfaction is the key to developing and managing customer relationships (Kotler, 2012). According to Lupiyoadi (2001) there are five factors that must be considered by companies to determine the level of customer satisfaction, namely product quality, service quality, emotional, price, cost and convenience. The indicators used to measure consumer satisfaction according to Hawkins and Lonney in Tjiptono (2004) are: 1.) Conformity of expectations, 2. Interest to visit again and 3. Willingness to recommend.

### **Buying decision**

In this study, purchasing decisions are defined as a process in which consumers choose one product according to their taste to make decisions in product purchases (Amron, 2018). According to Tjiptono (2012) purchasing decision is a process in which the buyer is aware of the problem, then searches for information about a particular product or brand and evaluates several alternatives that have been determined, so that it can be used to solve problems and can lead to purchasing decisions. According to Kotler (2009), there are five stages in making a purchase decision, namely need recognition, information search, evaluation of alternatives, deciding to buy, and post-purchase behavior. According to Thomson (2013) indicators to measure purchasing decisions, namely: 1. As needed, 2. Has benefits, 3. Accuracy in buying products and 4. Repurchase.

### **Product Quality and Purchasing Decisions**

Previous research stated that product quality has a significant positive effect on purchasing decisions, the better the quality of the products produced, the more opportunities for consumers to make purchasing decisions (Tirtayasa et al., 2021).

**Hypothesis 1:** Product quality has a positive effect on purchasing decisions.

### **Trust and Purchase Decision**

Previous research has shown that trust has a positive and significant effect on purchasing decisions (Tirtayasa et al., 2021). Other research shows that trust has a significant effect on purchasing decisions. Building trust which is relatively more difficult and takes more complex time will make a significant contribution in the relationship between buyers and sellers and will increase loyalty and have an impact on increasing purchasing decisions (Ahmadi et al., 2017).

**Hypothesis 2:** Trust has a positive effect on purchasing decisions.

### **Product Quality and Consumer Satisfaction**

Previous research has shown that product quality has a positive effect on consumer satisfaction (Fariqoh and Trihudyatmanto, 2019). Other research shows that product quality has a positive effect on consumer satisfaction. This shows that a good assessment of product quality in accordance with the level of customer desire will encourage customers to purchase the product. If the product can satisfy the customer's desires, the customer will give a positive assessment of the product. With that assessment, customers will still want to buy the product (Ahmadi et al., 2017).

**Hypothesis 3:** Product quality has a positive effect on consumer satisfaction.

### **Consumer Trust and Satisfaction**

Previous studies have shown that trust has a positive effect on customer satisfaction. The higher the level of customer trust, it will contribute to increasing customer satisfaction with the product. Trust is believed to have an important role in influencing commitment. The concept of customer trust in this study is the extent to which a person trusts and feels confident in other people in a situation where the trusted party has characteristics that will

benefit the customer and also the extent to which the customer is prepared to depend on the seller (Ahmadi et al., 2017).

**Hypothesis 4:** Trust has a positive effect on consumer satisfaction.

**Purchase Decision and Consumer Satisfaction**

Previous research has shown that purchasing decisions have a positive and significant effect on consumer satisfaction (Tirtayasa et al., 2021). Another study by Ahmadi et al., (2017) shows that purchasing decisions have a significant influence on consumer satisfaction. In understanding customer behavior, there are many influences that underlie a person's satisfaction with a product.

**Hypothesis 5:** Purchasing decisions have a positive effect on consumer satisfaction.

**Product Quality, Consumer Satisfaction and Purchase Decisions**

Istiqamah's research (2020) shows that purchasing decisions play a role in mediating product quality on consumer satisfaction. This shows that the purchase decision is a path to achieve customer satisfaction in the influence of product quality on customer satisfaction. So that consumer satisfaction is obtained by increasing product quality which influences purchasing decisions and the impact will increase consumer satisfaction.

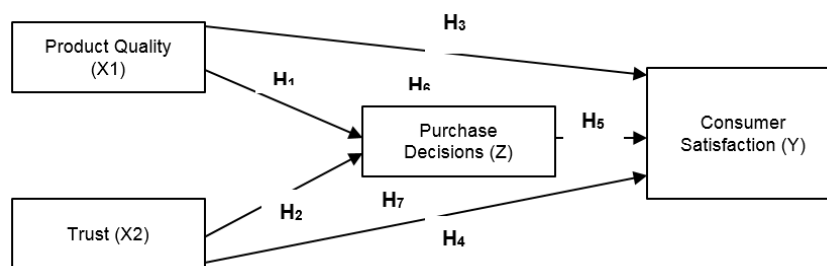
**Hypothesis 6:** Purchasing decisions mediate the influence of product quality on consumer satisfaction.

**Trust, Consumer Satisfaction and Purchase Decision**

Fariqoh and Trihudiyatmanto's research (2019) shows that trust has an effect on purchase satisfaction with purchase decisions as a mediating variable. The trust factor is very decisive in purchasing decisions. When consumer confidence in the seller increases, consumers will not consider it longer to buy the product.

**Hypothesis 7:** Purchase decisions mediate the effect of trust on consumer satisfaction.

Based on previous research, a research model is presented using the relationship between variables and research hypotheses in Figure 1.



**Figure 1. Theoretical Framework**  
Source: Data processed, 2023

**3. Result and Discussion**

**Description of Respondents**

Descriptive data describes the circumstances or conditions of respondents that need to be considered as additional information to understand the results of the research. The characteristics of the respondents in this study were based on gender, age, the respondent was someone who was already working or a student, income, and the number of times he made transactions at the Tenun Ikat Cap Medali Mas Kediri (Table 3).

**Table 3. Characteristics of respondents**

Characteristics	Frequency	Percentage
<b>Gender</b>		
1. Woman	60	75%
2. Man	20	25%
<b>Age</b>		
1. 20-30 years	50	62%
2. 30-40 years	15	19%
3. > 40 years	15	19%
<b>Occupation</b>		
1. Worker	61	76%
2. Student	19	24%
<b>Income</b>		
1. ≤ Rp. 1.000,000	20	25%
2. Rp. 1.000,000-Rp. 3.000,000	20	25%
3. > Rp. 3.000,000	40	50%
<b>Number of Transactions</b>		
1) 3 Kali	5	6%
2) 4 Kali	3	4%
3) >4 Kali	72	90%

Source: Data processed, 2023

Based on the table above it can be seen that research respondents based on gender were 75% female and 25% male . Based on age 20-30 years by 62%, age 30-40 years by 19% and age >40 years by 19%. Based on their profession, workers are 76% and students are 24%. Based on income, respondents who have an income of ≤Rp. 1.000.000 at 25%, income between Rp. 1.000.000 - Rp.3.000.000 by 25%, income >Rp. 3.000.000 by 50%. Based on the number of transactions, respondents who have made transactions 3 times are 6%, 4 times are 4%, > 4 times are 90%.

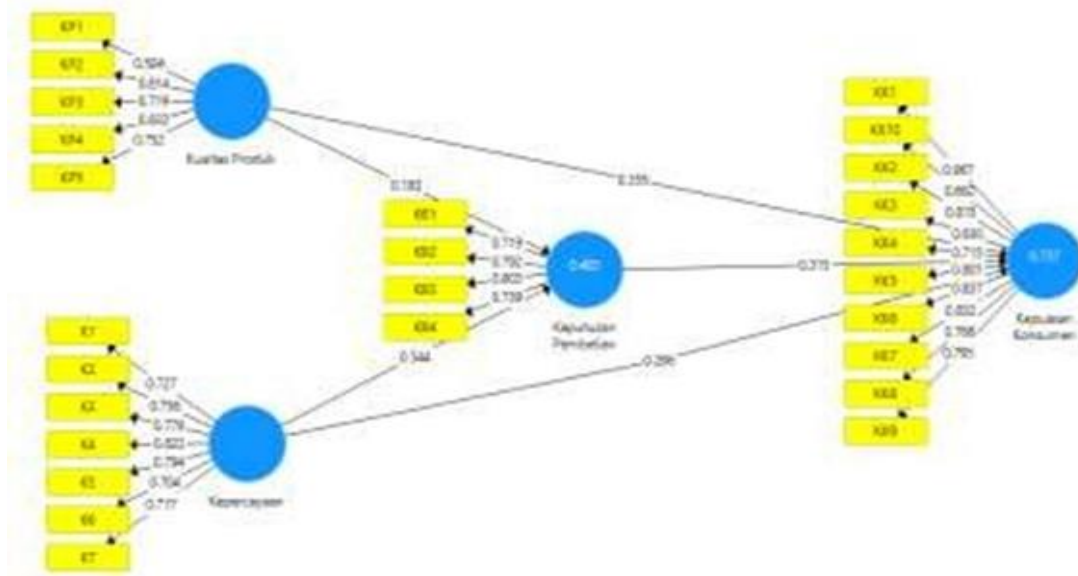
### **Evaluation of the Measurement Model (*Outer Model*)**

Evaluation of the measurement model is carried out to determine the results of the validity and reliability tests.

#### ***Convergent Validity***

Convergent validity is measured by the *outer loading value*, if the *outer loading value* is greater than 0.7 then the indicator is declared valid (Ghozali and Latan, 2015).

Based on the results of the analysis shown in Figure 2, it shows that as many as 26 of all variables, as many as 22 items have a value greater than 0.7. While as many as 4 items have a value below 0.7, they must be excluded. Items issued are KP1, KK1, KK3, and KK10.



**Figure 2. Outer Model Test Results**  
Source: Processed data, 2023

**Discriminant Validity**

Table 5 shows the cross loading value for each intended construct must have a value of more than 0.7, so that this study correctly explains the latent variables and proves that all items are valid.

**Table 4. Cross Loading Value**

Code Items	Quality Product (KP)	Trust (K)	Consumer Satisfaction (KK)	Purchase Decisions (KB)
KP2	0,827	0,642	0,647	0,480
KP3	0,718	0,555	0,589	0,562
KP4	0,844	0,627	0,599	0,452
KP5	0,760	0,600	0,543	0,387
K1	0,608	0,725	0,547	0,563
K2	0,576	0,758	0,640	0,609
K3	0,555	0,777	0,535	0,392
K4	0,589	0,822	0,598	0,602
K5	0,556	0,794	0,573	0,469
K6	0,552	0,702	0,567	0,551
K7	0,632	0,718	0,701	0,408
KK2	0,576	0,631	0,793	0,645
KK4	0,509	0,554	0,729	0,464
KK5	0,642	0,585	0,830	0,532
KK6	0,701	0,699	0,855	0,593
KK7	0,670	0,721	0,849	0,643
KK8	0,568	0,536	0,782	0,478
KK9	0,601	0,708	0,815	0,581
KB1	0,458	0,435	0,419	0,716
KB2	0,470	0,517	0,577	0,790
KB3	0,508	0,520	0,540	0,802
KB4	0,413	0,606	0,583	0,745

Source: Processed data, 2023

### Reliability Test

Reliability tests are conducted to prove the accuracy, consistency and accuracy of the instrument in measuring constructs. Test the reliability of a construct by using *composite reliability* and looking at the AVE (*Average Variance Extracted*) value. The value of *composite reliability* must be greater than 0.7 and the AVE (*Average Variance Extracted*) value must be greater than 0.5. The test results can be seen in Table 5:

**Table 6. Reliability Test**

Variabel	Composite Reliability	AVE
Product quality	0,868	0,622
Trust	0,904	0,574
Consumer Satisfaction	0,930	0,654
Buying decision	0,848	0,584

Source: Processed data, 2023

Based on Table 6 the values of all variables in the reliability test use *composite reliability* with a value of more than 0.7 and an AVE (*Average Variance Extracted*) value of more than 0.5. It can be concluded that the variables used are valid and reliable, so that it can be continued to test the structural model.

### Evaluation of the Structural Model (*Inner Model*)

Structural model evaluation is tested using *R-Square*, *bootstrapping/ t-statistic*, *predictive relevance* of structural path parameters.

#### *R-Square*

The first evaluation of the model to be carried out is to look at the magnitude of the percentage of *variance* described, namely the *R-Square* value for endogenous latent constructs. Can be seen in Table 7:

**Table 7. R-Square**

Items	R-Square	R-Square Adjusted
Consumer Satisfaction	0,712	0,701
Buying decision	0,484	0,471

Source: Processed data, 2023

Based on the results of *the R-Square* in Table 7, it shows that the *R-Square* value of consumer satisfaction is 0.712, that 71% of the product quality and trust variables affect consumer satisfaction and the rest is influenced by other variables outside the variables of this study. The purchase decision variable shows that the *R-square* value is 0.484, which means that the product quality and trust variables have an effect of 48% on the purchase decision variable and the rest is influenced by other variables outside the variables of this study.

#### *Bootstrapping*

The hypothesis will be accepted if the *t-statistic* significance value is greater than 1.96 and or *the p-value* is less than 0.05.

**Table 8. T-Statistic Results**

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (OSTDEV)	P-Values
H1 Product Quality (KP) => Buying Decision (KB)	0,184	0,182	0,145	1,268	0,205
H2 Trust (K) => Buying Decision (KB)	0,544	0,551	0,124	4,401	0,000
H3 Product Quality (KP) => Consumer Satisfaction (KK)	0,322	0,328	0,111	2,893	0,004
H4 Trust (K) => Consumer Satisfaction (KK)	0,366	0,368	0,125	2,937	0,003
H5 Buying Decision (KB) => Consumer Satisfaction (KK)	0,255	0,249	0,078	3,284	0,001
H6 Product Quality (KP) => Buying Decision (KB) => Consumer Satisfaction (KK)	0,047	0,047	0,042	1,121	0,263
H7 Trust (K) => Buying Decision (KB) => Consumer Satisfaction (KK)	0,139	0,135	0,055	2,519	0,012

Source: Processed data, 2023

### Effect of product quality on purchasing decisions

The results of *bootstrapping* product quality obtained a *t-statistic* value of 1.268. This value proves that hypothesis 1 is rejected and it is stated that there is no positive effect of product quality on purchasing decisions.

### The effect of trust on purchasing decisions

The results of *bootstrapping* trust obtained a *t-statistic* value of 4.401. This value proves that hypothesis 2 is accepted and it is stated that there is a positive influence of trust on purchasing decisions.

### The effect of product quality on consumer satisfaction

The results of *bootstrapping* product quality obtained a *t-statistic* value of 2.893. This value proves that hypothesis 3 is accepted and it is stated that there is a positive effect of product quality on consumersatisfaction.

### The effect of trust on consumer satisfaction

The results of trust *bootstrapping* obtained a *t-statistic* value of 2.937. This value proves that hypothesis 4 is accepted and it is stated that there is a positive effect of trust on consumer satisfaction.

### The effect of purchasing decisions on consumer satisfaction

The results of *bootstrapping* purchasing decisions obtained a *t-statistic* value of 3.284. This value proves that Hypothesis 5 is accepted and it is stated that there is a positive influence on purchasing decisions on consumer satisfaction.

### The effect of product quality on consumer satisfaction is mediated by purchasing decisions

The criteria for meeting the fit model are that the SMSR value must be less than 0.10. Based on the results of the fit model test, it shows that the SRMR meets the criteria with a value of  $0.081 < 0.10$ , so the model is fit. So it can be concluded that the model is fit with the data.

### Testing mediating effects

This stage will discuss PLS-SEM analysis with mediating effects, namely the relationship between exogenous and endogenous constructs through mediating variables.

Based on the results of testing the mediation effect, it can be concluded that the direct relationship between product quality and consumer satisfaction shows a positive effect with



a *t statistic* value in the direct effect of 2.893 greater than 1.96 and an indirect relationship between product quality and consumer satisfaction through purchasing decisions shows a negative effect with a value the *t- statistic* on the indirect effect is 1.139 which is smaller than 1.96. It can be seen that the direct effect has a positive effect and the indirect effect has a negative effect, so it can be concluded that there is no mediating effect. The direct relationship of trust to consumer satisfaction shows a positive effect with a *t-statistic* value on the direct effect of 2.937 greater than 1.96 and an indirect relationship of trust on consumer satisfaction through purchasing decisions shows a positive effect with a *t-statistic* value on the indirect effect of 2.552 more greater than 1.96. It can be seen that the direct and indirect effects both have a positive influence, so it can be concluded that the trust variable can directly influence the consumer satisfaction variable through a mediating variable or not through a mediating variable which can be called partial mediator.

## **Discussion**

### **Product Quality on Purchasing Decisions**

The results showed that there was a negative effect of product quality on purchasing decisions in Kediri Mas Medali Ikat Tenun with a *t-statistic* value of 1.268 meaning that whether or not the product quality of Tenun Ikat Cap Medali Mas Kediri will not affect purchasing decisions from consumers. The results of the descriptive analysis in this study indicate that the products needed by consumers in Tenun Ikat Cap Medali Mas Kediri are of various kinds, but not all sellers include in detail the quality of the products sold, so that consumers in making purchasing decisions at Tenun Ikat Cap Medali Mas Kediri are not look at the quality of the product first. This is not in accordance with research conducted by Istiqamah (2020) which shows that product quality has a positive effect on purchasing decisions. This research explains that the better the quality of the products offered by Umah Batik, the more consumers decide to make purchases.

### **Trust in Purchasing Decisions**

The results showed that there was a positive influence of trust on purchasing decisions in Tenun Ikat Cap Medali Mas Kediri with a *t-statistic* value of 4.401 meaning that the higher consumer trust, the higher it will be buying decision. Trust is the basis of business. Transactions between two or more parties occur when they trust each other. This is in accordance with research conducted by Tirtayasa *et al.*, (2021) which states that the effect of trust on purchasing decisions is positive, if consumer confidence increases, purchasing decisions also increase.

### **Product Quality on Consumer Satisfaction**

The results showed that there was a positive influence of product quality on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri with a *t-statistic* value of 2.893, meaning that the better the quality of the product obtained, the more satisfied consumers who buy it. Product quality itself is closely related to customer satisfaction, so product quality must get maximum attention from the company. The results of this study are in accordance with research conducted by Istiqamah (2020) which shows that product quality has a positive effect on consumer satisfaction. The research explains that if product quality increases, consumer satisfaction also increases.

### **Trust in Consumer Satisfaction**

The results showed that there was a positive influence of trust on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri with a *t-statistic* value of 2.937 meaning that the higher the level of consumer confidence, the higher the consumer satisfaction. There are several

factors that shape a person's trust, namely ability, good deeds, and integrity. This is in accordance with research conducted by Ahmadi *et al.*, (2017) which states that the effect of trust on customer satisfaction is positive, the higher customer trust will contribute to increasing customer satisfaction. Trust is believed to have an important role in influencing customer commitment to depend on the seller.

### **Purchasing Decisions on Consumer Satisfaction**

The results showed that there was a positive influence on purchasing decisions on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri with a *t- statistic* value of 3.284 meaning that the higher the purchase decision, the higher the consumer satisfaction. Purchasing decisions are several stages carried out by consumers in real terms before making a decision to buy a product. There are five stages in making a purchase decision, namely need recognition, information search, evaluation of alternatives, determining purchase, and post-purchase behavior. This is in accordance with research conducted by Ahmadi *et al.*, (2017); Istiqamah (2020); Sari and Oswari (2020); Tirtayasa *et al.*, (2021) which states that the effect of purchasing decisions on consumer satisfaction is positive, purchasing decisions can create emotional attachment to a product or service, this will create a high level of purchasing decisions.

### **Product Quality on Consumer Satisfaction is Mediated by Purchasing Decisions**

The results of this study indicate that there is no effect of product quality on consumer satisfaction mediated by purchasing decisions. This means that product quality has no effect on purchasing decisions, but product quality is still important to provide satisfaction to consumers. The direct relationship between product quality and consumer satisfaction shows a positive effect with a *t-statistic* value on *the direct effect* of 2.893 greater than 1.96. While the indirect relationship between product quality and customer satisfaction through purchasing decisions shows a negative effect with the *t-statistic* value in *the indirect effect* of 1.121 which is less than 1.96. Based on the results of testing the mediating effect of purchasing decisions do not have an indirect positive effect on product quality on consumer satisfaction. This shows that the purchase decision is not a factor to achieve customer satisfaction in the influence of product quality on customer satisfaction. The results of this study are in accordance with research conducted by Fariqoh and Trihudiyatmanto (2019) which states that product quality does not affect satisfaction with *online* purchase decisions as a mediating variable. This shows that before making an *online* purchase decision, consumers do not pay attention to product quality, consumers only see in terms of color and good image contrast. The results of this study are in contrast to research conducted by Ahmadi *et al.*, (2017); Istiqamah (2020); Tirtayasa *et al.*, (2021) which states that purchasing decisions mediate product quality on consumer satisfaction.

### **Trust in Consumer Satisfaction is Mediated by Consumer Satisfaction**

The results of this study indicate that there is an effect of trust on consumer satisfaction mediated by purchasing decisions. This means that trust directly affects consumer satisfaction and indirectly purchasing decisions affect trust in customer satisfaction. The direct relationship between trust and consumer satisfaction shows a positive effect with a *t-statistic* value on *the direct effect* of 2.973 greater than 1.96. Meanwhile, the indirect relationship between trust and consumer satisfaction through purchasing decisions shows a positive effect with a *t-statistic* value in *the indirect effect* of 2.519 greater than 1.96. Based on the results of testing the mediating effect of purchasing decisions have an indirect positive influence from trust on consumer satisfaction. This shows that purchasing decisions are one of the factors to achieve consumer satisfaction in the influence of trust on consumer satisfaction. The results

of this study are in accordance with research conducted by Ahmadi *et al.*, (2017); Fariqoh and Trihudyatmanto (2019); Tirtayasa *et al.*, (2021) which states that trust influences consumer satisfaction with purchasing decisions as a mediating variable. Trust that arises from consumers on the product provided by the company affects consumer satisfaction which will continue with purchasing behavior.

#### **4. Conclusions**

Based on the results of the research and data analysis that has been done, it can be concluded as follows:

- 1) Based on the research results, product quality has a negative effect on purchasing decisions at Tenun Ikat Cap Medali Mas Kediri, that whether product quality is good or not will not affect consumer purchasing decisions at Tenun Ikat Cap Medali Mas Kediri.
- 2) Based on the research results, trust has a positive effect on purchasing decisions in Tenun Ikat Cap Medali Mas Kediri, which means that the higher the level of trust, the more purchasing decisions will be made.
- 3) Based on the research results, product quality has a positive effect on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri, which means that the better product quality will increase consumer satisfaction.
- 4) Based on the results of research on trust has a positive effect on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri, which means that the higher the level of trust, the higher consumer satisfaction will be.
- 5) Based on the research results, purchasing decisions have a positive effect on consumer satisfaction in Tenun Ikat Cap Medali Mas Kediri, which means that the higher the purchase decision at Tenun Ikat Cap Medali Mas Kediri, the consumer satisfaction will increase.
- 6) Based on the research results, purchasing decisions do not mediate the effect of product quality on consumer satisfaction, which means that the direct effect is greater than the indirect effect.
- 7) Based on the research results, purchasing decisions mediate the effect of trust on consumer satisfaction, which means that trust can directly influence consumer satisfaction variables through mediating variables or not through mediating variables.

Suggestions Based on the conclusions above, several suggestions can be submitted which are expected to be useful for the company or other interested parties, the suggestions given are as follows:

- 1) The results of the study show that product quality affects consumer satisfaction, so Tenun Ikat Cap Medali Mas Kediri as much as possible controls and improves the quality of products sold Tenun Ikat Cap Medali Mas Kediri. So that product quality will be maintained and will increase consumer satisfaction.
- 2) The results of the study show that trust influences purchasing decisions and consumer satisfaction, so Tenun Ikat Cap Medali Mas Kediri must be able to maintain consumer trust so that consumers can shop without worry. So that consumers will return to buying products at Tenun Ikat Cap Medali Mas Kediri.
- 3) Further researchers can develop this research by conducting research using other variables that can affect consumer satisfaction.

#### **Acknowledgements**

We would like to express our thanks to all parties who helped complete this research activity, namely: Kadiri Islamic University, STIESIA Surabaya, MSMEs in Kediri City, research respondents and other parties who cannot be mentioned one by one.

## References

- Ahmadi, A. S., Budiarto, W., & Indrawati, M. 2017. Pengaruh Kualitas Produk dan Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan Pada PT. PAL Indonesia (Persero) Surabaya Melalui Keputusan Pembelian. *Jurnal Manajerial*, 1(2), 112– 124
- Amron, A.2018. The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 14(13), 228.
- Assauri, S. 2013. *Manajemen Pemasaran: Konsep, Dasar dan Strategi*. Rajawali Expres.
- Fariqoh, & Trihudiyatmanto, M. 2019. Pengaruh Kualitas Harga, Kualitas Produk, dan Kepercayaan Terhadap Kepuasan Pembelian Online Dengan Keputusan Pembelian Online Sebagai Variabel Mediasi (Studi Kasus Pada Santri Ma'had Mamba'ul Qur'an Wonosobo). *Journal of Economics, Business and Engineering*, 1(1).
- Ghozali, I., & Latan, H. 2015. *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Diponegoro University.
- Irawan, D. dan Japarianto, E. 2013. Analisa Pengaruh Kualitas Produk Terhadap Loyalitas Melalui Kepuasan Sebagai Variabel Intervening Pada Pelanggan Restoran Surabaya. Universitas Kristen Petra. *Jurnal Strategi Pemasaran*. Vol. 1, (2), pp: 1-8.
- Istiqamah, M.2020. Pengaruh Kualitas Produk dan Harga Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening. Universitas Muhammadiyah Sumatera Utara Medan.
- Kotler, P. 2009. *Manajemen Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, KL 2012. *Manajemen Pemasaran* (Thirteenth). Erlangga
- Kotler, P., & Keller, KL 2016. *Manajemen Pemasaran* (12th ed.). PT Indeks
- Lupiyoadi, R. 2001. *Manajemen Pemasaran Jasa*. Salemba Empat
- Rofiq, A. 2007. Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi Pelanggan E-Commerce (Studi pada Pelanggan E-Commerce di Indonesia). Brawijaya University.
- Sangadji, EM, & Sopiah. 2013. *Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. ANDI.
- Sari, NE, & Oswari, T. 2020. Pengaruh Kemudahan, Kepercayaan, Dan Keamanan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Pada Toko Online Tokopedia. *Creative Research Management Journal*, 3(2), 34–46.
- Waluya, A.I, M.A. Iqbal, and R. Indradewa.2019. How Product Quality, Brand Image and Customer Satisfaction Affect The Purchase Decisions of Indonesian Automotuve Customers”, *Int. J. Serv. Econ. Manag (IJSEM)*, Vol 10, No.2, pp. 177-193, 2019