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The Influence of Product Quality, Service Quality, Consumer Trust and Consumer Satisfaction on Consumer Loyalty

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ABSTRACT

This study investigates the effects of product quality, service quality, and consumer trust on consumer loyalty to Mills Sport products, both directly and indirectly, through consumer satisfaction. This research is motivated by unstable loyalty among Mills Sport consumers in West Jakarta, despite repeated purchases, which raises questions about which drivers are most critical for sustaining long-term relationships. A quantitative survey was conducted using a purposive sampling of 155 Mills Sport consumers who had purchased Mills Sport products at least twice and were at least 18 years old. Data were collected via a structured Likert-scale questionnaire and analyzed using partial least squares structural equation Modeling (PLS-SEM). The findings show that product quality does not significantly affect consumer satisfaction or loyalty, either directly or through satisfaction. By contrast, service quality and consumer trust have significant positive effects on both satisfaction and loyalty, and consumer satisfaction significantly reinforces loyalty. Furthermore, consumer satisfaction mediates the effects of service quality and consumer trust on loyalty but does not mediate the effect of product quality. The results highlight the central role of service quality, trust, and satisfaction in building loyalty and suggest that Mills Sport should prioritize relational and experiential aspects over product attributes alone.

Keywords: Service Quality, Food Quality, Price, Physical Environment, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Intensifying competition in the contemporary globalized economy forces firms to compete not only on price and availability but also on their ability to retain customers over the long term. In both domestic and global markets, consumers are increasingly discerning and experiencing budget constraints, which make them more critical and selective in their purchase decisions (Harris & Soenhadji, 2022). Under such conditions, firms cannot rely solely on attracting new customers; they must also focus on maintaining and enhancing the loyalty of existing customers through effective marketing strategies and superior value delivery (Parwati, N. W. N. A., Hartati, P. S., & Dewi, 2024).

Consumer loyalty is widely recognized as a key determinant of business sustainability. Loyal customers tend to make repeat purchases, are less sensitive to competitors' offers, and frequently engage in positive word-of-mouth, all of which contribute to higher sales volumes and more stable revenue streams (Sholikhah & Hadita, 2023). In many industries, acquiring new customers is substantially costlier than retaining existing ones, making loyalty a strategic priority (Munfaqiroh et al., 2023). In the context of sports apparel and equipment, where numerous local and international brands compete for market share, building and maintaining loyalty is particularly challenging (Jennifer & Buntu Laulita, 2023).

Mills Sport is an Indonesian sports brand that is operating in an increasingly competitive environment. Despite having a base of repeat customers in West Jakarta, the company has experienced fluctuating levels of consumer loyalty. Some consumers remain committed to Mills Sport, whereas others are easily attracted by competing brands that offer appealing designs, aggressive promotions, or strong brand images (Dhirtya & Warmika, 2022). This pattern suggests that loyalty is not yet firmly established and may depend on specific factors that have not been systematically examined in the context of Mills Sports (Aisah, N., & Sudaryanto, 2022).

Several determinants have been consistently identified in the marketing literature as key drivers of loyalty, notably, product quality, service quality, consumer trust, and consumer satisfaction. Product quality, conceptualized as the extent to which a product meets functional expectations in terms of performance,

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durability, conformity, and reliability, is traditionally considered a fundamental basis for consumer value. High-quality products are expected to satisfy consumers and encourage repeat purchases, thereby fostering loyalty (Surapati et al., 2020).

However, in markets in which basic quality standards are widely met and competing products are perceived as similar, product quality alone may no longer be a sufficient differentiator. Consumers, particularly younger and more informed segments such as Generation Z, often give greater weight to other aspects of the consumption experience. These include the quality of the service encounter, responsiveness and empathy of staff, and convenience and enjoyment of interacting with the brand across channels (Susanto & Pandjaitan, 2024).

Thus, service quality becomes a critical factor in shaping consumer perceptions and behavioral intentions. Service quality refers to a firm's ability to deliver reliable, responsive, assured, and empathetic services with tangible cues that meet or exceed its expectations. In retail and sports merchandising, service quality can influence how comfortable and valued consumers feel during the purchase process, how quickly their problems are handled, and how effectively staff members provide advice or product recommendations. When service quality is perceived as high, consumers are more likely to be satisfied and continue their relationship with the brand.

Closely related to service quality is consumer trust, which reflects the belief that a company is honest, benevolent, and competent in fulfilling its promises. Trust develops over time through consistent positive experiences, and is considered a foundational element of long-term relationships. When consumers trust a brand, they are more willing to accept short-term inconveniences, rely on the brand for future purchases, and remain loyal even when competitors offer attractive alternatives. Empirical studies in various sectors have shown that trust enhances satisfaction and loyalty and often acts as a key mediator in relational exchanges.

Consumer satisfaction is typically conceptualized as an affective evaluation of the congruence between expectations and actual performance. Satisfied consumers are more likely to purchase repeatedly, recommend a brand to others, and resist competitive offerings. Satisfaction can be driven by multiple dimensions including product quality, service quality, price fairness, accessibility, and promotional attractiveness. Therefore, understanding which dimensions matter most in a specific context is essential for effective managerial decision-making (Manggala & Adirinekso, 2022).

Although a large number of previous studies have examined the relationships among product quality, service quality, trust, satisfaction, and loyalty, most focus on one or two key predictors or apply them in different industries such as banking, hospitality, food services, and online services. Relatively few studies integrate all four variables into a single structural model within the context of sports equipment and apparel brands, such as Mills Sports. Moreover, many prior studies emphasize trust or satisfaction primarily as mediating variables, whereas this study treats consumer trust as an independent variable alongside product and service quality, with consumer satisfaction as a mediator.

Given these gaps, this study focuses on the following research question: How do product quality, service quality, and consumer trust influence consumer loyalty to Mills Sport products both directly and through consumer satisfaction? Specifically, this study aims to (1) assess the direct effects of product quality, service quality, and consumer trust on consumer satisfaction; (2) examine the direct effects of product quality, service quality, consumer trust, and consumer satisfaction on consumer loyalty; and (3) test the mediating role of consumer satisfaction in the relationships between product quality, service quality, consumer trust, and loyalty. The study was conducted among Mills Sport consumers in West Jakarta who had purchased Mills Sport products at least twice and were aged 18 years or older. This population is relevant because repeated purchases indicate prior experience with the brand, allowing for more informed evaluations of quality, trust, satisfaction, and loyalty. The use of a structural equation modeling approach (PLS-SEM) enables the simultaneous estimation of multiple relationships and assessment of both direct and indirect effects.

Theoretically, this study contributes by integrating product quality, service quality, consumer trust, consumer satisfaction, and loyalty into a comprehensive model within the sports retail context. It also provides evidence of whether product quality remains a primary driver of loyalty when other relational factors are considered. Practically, the findings offer insights for Mills Sport and similar firms on which aspects of their value proposition should be prioritized to strengthen loyalty, especially among younger, highly connected consumers. In particular, this study sheds light on whether investments in service quality and trust-building may yield greater loyalty returns than further enhancements in product attributes that already meet acceptable standards.

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LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty is generally defined as a deeply held commitment to repurchase or consistently repatronize a preferred product or service in the future, despite situational influences and marketing efforts that have the potential to cause switching. Loyal consumers tend to make repeated purchases, demonstrate resistance to competitors' offerings, and actively recommend a brand to others. Loyalty is often operationalized through behavioral indicators such as repeat purchases and retention, as well as attitudinal indicators such as advocacy or referrals.

Previous studies have consistently shown that loyalty yields substantial benefits for firms, including reduced marketing costs, higher profitability, and more stable cash flows. In this study, consumer loyalty is measured using dimensions such as repeat purchase behavior, retention, and referrals, reflecting both behavioral and attitudinal commitment (Harris & Soenhadji, 2022).

Product Quality

Product quality refers to a product's ability to perform its intended functions and meet customer needs and expectations in terms of performance, durability, conformance, features, perceived quality, and serviceability. High product quality can create value by increasing functional benefits, reducing perceived risk, and enhancing overall user experience. Empirical evidence often shows that quality has a positive effect on satisfaction, and in turn, on loyalty. However, in mature product categories where competing brands offer comparable quality, the marginal impact of additional quality improvements on satisfaction and loyalty may diminish (Syahran et al., 2022).

In this study, product quality is conceptualized as a multidimensional construct measured through indicators capturing performance, durability, conformity to specifications, additional features, perceived overall quality, and ease of maintenance or serviceability (Sholikhah & Hadita, 2023).

Service Quality

Service quality is typically defined as the degree to which a service meets or exceeds customer expectations and is commonly operationalized through the SERVQUAL dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Tangibility refers to physical facilities, equipment, and appearance of personnel; reliability reflects the ability to perform the promised service dependably and accurately; responsiveness relates to willingness to help customers and provide prompt service; assurance encompasses employees' knowledge and courtesy and their ability to inspire trust and confidence; and empathy reflects caring and individualized attention (Syahran et al., 2022).

High service quality has been shown to increase perceived value, satisfaction, and loyalty in various industries. In the context of retail sports products, service quality can manifest as knowledgeable and helpful staff, prompt handling of complaints, accurate product information, and an overall pleasant shopping experience. This study measured service quality along these dimensions (Rostiani et al., 2022).

Consumer Trust

Consumer trust represents the belief that a brand or company is reliable, honest, benevolent, or competent. Trust reduces perceived risk and uncertainty in transactions, encourages ongoing relationships, and supports cooperative behavior. It is often seen as a central antecedent of satisfaction and loyalty, particularly in relational and service intensive contexts (Dhirtya & Warmika, 2022).

This study adopts a three-dimensional view of trust: integrity (the perception that the company keeps its promises and behaves ethically), benevolence (the belief that the company cares about customers' interests), and competence (the belief that the company can consistently deliver value and solve problems). When consumers trust Mills Sport in these dimensions, they are more likely to feel secure, satisfied, and committed to the brand (Budiyanti, 2023).

Consumer Satisfaction

Consumer satisfaction is an evaluative judgment of the extent to which product and service performance meets or exceeds expectations. Satisfaction may be influenced by multiple facets of the consumption experience, including perceived product quality, service quality, price fairness, ease of access, and the attractiveness of promotions. Satisfied customers are more inclined to repurchase, maintain relationships, and recommend the brand, making satisfaction a key mediator between the antecedent variables and loyalty.

In this study, consumer satisfaction was measured using dimensions of perceived product quality, service quality, product price, product access, and promotion. This multi-dimensional operationalization allows examination of whether satisfaction, as an overall construct, mediates the effects of quality and trust on loyalty (Surapati et al., 2020).

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Relationships among Variables and Hypotheses

The literature generally suggests that product and service quality positively influence satisfaction; trust also tends to enhance satisfaction by reinforcing the belief that the firm will continue to deliver value. Satisfaction, in turn, was a robust predictor of loyalty. Some studies find direct effects of product quality, service quality, and trust on loyalty, whereas others emphasize indirect effects through satisfaction.

Based on this body of research, this study proposes ten hypotheses: (H1–H3) product quality, service quality, and consumer trust positively affect consumer satisfaction; (H4–H7) product quality, service quality, consumer trust, and consumer satisfaction positively affect consumer loyalty; and (H8–H10) consumer satisfaction mediates the relationships between product quality, service quality, consumer trust, and consumer loyalty (Manggala & Adirinekso, 2022).

Methodology

This study adopted a quantitative, explanatory research design aimed at testing a causal model that links product quality, service quality, consumer trust, consumer satisfaction, and consumer loyalty. The design is theory-driven, drawing on prior empirical findings to formulate hypotheses regarding both direct and indirect effects among variables. Structural Equation Modeling using Partial Least Squares (PLS-SEM) was employed, as it is suitable for predictive models with multiple latent constructs, relatively complex relationships, and moderate sample sizes.

The research model specifies product quality, service quality, and consumer trust as exogenous (independent) variables; consumer satisfaction as a mediating variable; and consumer loyalty as the endogenous (dependent) variable. The model allows the examination of both direct (e.g., from service quality to loyalty) and indirect paths through satisfaction (e.g., from trust to loyalty via satisfaction).

Population and Sample

The population of interest consists of Mills Sport consumers in West Jakarta, who have purchased Mills Sport products at least twice and are at least 18 years old. These criteria ensure that respondents are familiar with the brand and have sufficient experience to evaluate the product and service quality, level of trust, overall satisfaction, and loyalty.

A non-probability purposive sampling technique was used in which only individuals meeting the specified criteria were invited to participate. Following the guidelines of Hair et al. for PLS-SEM, the minimum recommended sample size was five times the number of indicators in the model. As the questionnaire comprised 31 indicators, the minimum required sample size was 155 (31 × 5) respondents. Data collection yielded 155 valid responses, meeting this threshold.

The respondents displayed diverse demographic characteristics. The majority are male, aged between 18 and 28 years, and many are university students, reflecting a substantial representation of Generation Z consumers who are in a productive life stage and actively engage in sports or sports. Most respondents reported having purchased Mills Sport products more than six times, indicating considerable experience with the brand (Daniswara, A., & Rahardjo, 2023).

Data Collection Procedure

Data were collected using a structured, self-administered questionnaire distributed via an online Google Form link shared through WhatsApp. Before the main distribution, questionnaire items were developed based on validated scales from prior studies and adapted to the context of Mills Sport. Screening questions at the beginning ensured that only respondents who had purchased Mills Sport products at least twice were domiciled in West Jakarta and were at least 18 years old continued to the main questionnaire.

Participation was voluntary and respondents were informed that their responses would be used solely for academic purposes. Anonymity and confidentiality were assured to minimize social desirability bias and encourage honest responses (Munfaqiroh et al., 2023).

Measurement of Variables

All latent variables were measured using multiple items on a four-point Likert scale ranging from 1 = “strongly disagree” to 4 = “strongly agree.’’ A four-point scale without a neutral midpoint was chosen to reduce the central tendency bias and encourage respondents to take a clear stance.

Product quality was measured using indicators reflecting performance, durability, conformance, features, perceived overall quality, and serviceability adapted from prior product quality scales. Service quality was operationalized along the classic SERVQUAL dimensions of tangibility, reliability, responsiveness, assurance, and empathy, with items capturing communication skills, accuracy of information, willingness to help, promptness, politeness, and personal attention.

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Consumer trust was measured through three dimensions: integrity (e.g., keeping promises and acting with integrity), benevolence (e.g., caring about customer interests and strong commitment), and competence (e.g., ability to solve problems and fulfilling needs). Consumer satisfaction items covered satisfaction with product quality, service quality, price, access or ease of purchase, and promotional activities (including the frequency and attractiveness of discounts).

Consumer loyalty was measured using indicators of repeat purchase intention, continued patronage, resistance to switching, and willingness to recommend Mills to others. These items capture both behavioral and attitudinal dimensions of loyalty (Budiyanti, 2023).

Data Analysis

Data analysis followed the PLS-SEM procedure using specialized software. First, the measurement model is evaluated to assess the reliability and validity of the constructs. Convergent validity was examined through indicator outer loadings and Average Variance Extracted (AVE). Indicators with outer loadings of at least 0.70 and AVE values of at least 0.50 were considered acceptable. Construct reliability was assessed using Cronbach's alpha and composite reliability, with a cut-off value of 0.70.

Discriminant validity was evaluated using cross-loadings and the Fornell-Larcker criterion, in which the square root of each construct's AVE exceeded its correlations with other constructs. Once the measurement model satisfied these criteria, we assessed the structural model.

For the structural model, the coefficient of determination (R^2) values were computed for endogenous constructs to evaluate the model's explanatory power. Values of 0.75, 0.50, and 0.25 were interpreted as substantial, moderate, and weak, respectively. Path coefficients were estimated for each hypothesized relationship and their significance was tested using bootstrapping with a 5% significance level. Hypotheses were accepted when the t-statistic exceeded 1.96, and the p-value was below 0.05. Indirect (mediating) effects were estimated and tested using the same criteria. This study adopted a quantitative, explanatory research design aimed at testing a causal model that links product quality, service quality, consumer trust, consumer satisfaction, and consumer loyalty. The design is theory-driven, drawing on prior empirical findings to formulate hypotheses regarding both direct and indirect effects among variables. Structural Equation Modeling using Partial Least Squares (PLS-SEM) is employed, as it is suitable for predictive models with multiple latent constructs, relatively complex relationships, and moderate sample sizes (Aisah, N., & Sudaryanto, 2022).

The research model specifies product quality, service quality, and consumer trust as exogenous (independent) variables; consumer satisfaction as a mediating variable; and consumer loyalty as the endogenous (dependent) variable. The model allows the examination of both direct (e.g., from service quality to loyalty) and indirect paths through satisfaction (e.g., from trust to loyalty via satisfaction).

RESEARCH RESULTS AND DISCUSSION

Measurement Model

The evaluation of the measurement model indicated that all constructs demonstrated satisfactory convergent validity and reliability. All item loadings exceed the recommended threshold of 0.70, and AVE values are above 0.50 for each construct. Cronbach's alpha and composite reliability values were greater than 0.70, indicating internal consistency.

Table 1. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Product Quality	0.928	0.930	0.665
Service Quality	0.884	0.886	0.635
Consumer Trust	0.891	0.893	0.634
Consumer Satisfaction	0.866	0.867	0.652
Consumer Loyalty	0.921	0.923	0.719

These results confirm that the indicators reliably capture their respective latent constructs and that each construct explains a substantial portion of the variance in its indicators. Discriminant validity, assessed via cross-loadings and the Fornell–Larcker criterion, was also satisfactory, indicating that the constructs were

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empirically distinct.

Structural Model and Explanatory Power

The explanatory power of the structural model was evaluated using the R^2 values for consumer satisfaction and consumer loyalty.

Table 2. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Interpretation
Consumer Satisfaction	0.605	Moderate
Consumer Loyalty	0.742	Moderate–High

Product quality, service quality, and consumer trust together explain 60.5% of the variance in consumer satisfaction, whereas product quality, service quality, consumer trust, and consumer satisfaction jointly explain 74.2% of the variance in consumer loyalty. These values indicate that the model has strong explanatory power, particularly for loyalty.

Direct Effects

The results of the hypothesis testing for direct effects are summarised below.

Table 3. Direct Effects on Consumer Satisfaction and Loyalty

Hypothesis	Path	Coefficient	t-Statistic	p-Value	Decision
H1	Product Quality → Consumer Satisfaction	0.051	0.511	0.609	Rejected
H2	Service Quality → Consumer Satisfaction	0.292	2.535	0.011	Accepted
H3	Consumer Trust → Consumer Satisfaction	0.484	4.200	0.000	Accepted
H4	Product Quality → Consumer Loyalty	0.092	1.119	0.263	Rejected
H5	Service Quality → Consumer Loyalty	0.181	2.222	0.026	Accepted
H6	Consumer Trust → Consumer Loyalty	0.257	2.315	0.021	Accepted
H7	Consumer Satisfaction → Consumer Loyalty	0.427	4.427	0.000	Accepted

Product quality does not significantly influence consumer satisfaction (H1) or loyalty (H4). Despite being conceptually important, statistical evidence indicates that variations in perceived product quality among Mills Sports consumers do not translate into meaningful differences in satisfaction or loyalty. One plausible explanation is that Mills Sport's product quality already meets the baseline level that consumers consider acceptable, and further improvements in quality are not strongly perceived or valued relative to other factors. Additionally, in a market where multiple brands offer comparable functional performance, consumers may see less differentiation in product quality, and instead base their evaluations on other attributes.

Service quality had a significant positive effect on both satisfaction (H2) and loyalty (H5). Higher perceived service quality, —particularly in terms of responsiveness such as staff speed and willingness to help, —eads to greater consumer satisfaction and stronger loyalty intentions. For Mills Sport's largely young, Generation Z consumer base, prompt and friendly services, accurate information, and a pleasant in-store or online experience appear to be critical. These consumers are highly sensitive to the quality of their interactions and may quickly reward or penalize brands based on service encounters.

Consumer trust significantly enhanced both satisfaction (H3) and loyalty (H6). When consumers perceive Mills Sport as competent, reliable, and committed to fulfilling their needs, they feel more satisfied with their overall experience and are willing to continue purchasing from the brand. Trust reduces uncertainty and perceived risk, thus making consumers more comfortable with repeat purchases and long-term engagement. Strong coefficients for trust indicate that relational factors are particularly important in this context.

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Consumer satisfaction has a strong positive effect on loyalty (H7). Among all the direct predictors of loyalty, satisfaction displays the largest coefficient, indicating that consumers who feel satisfied with Mills Sport's products, services, prices, accessibility, and promotions are substantially more likely to remain loyal. This supports the widely established view of satisfaction as a key determinant of loyalty, and suggests that improving satisfaction may be one of the most effective levers for increasing loyalty.

Indirect (Mediating) Effects

The mediating role of consumer satisfaction in the relationships between product quality, service quality, consumer trust, and loyalty was examined through indirect effects.

Table 4. Indirect Effects via Consumer Satisfaction

Hypothesis	Indirect Path	Coefficient	t-Statistic	p-Value	Decision
H8	Product Quality → Consumer Satisfaction → Consumer Loyalty	0.022	0.503	0.615	Rejected
H9	Service Quality → Consumer Satisfaction → Consumer Loyalty	0.125	2.196	0.028	Accepted
H10	Consumer Trust → Consumer Satisfaction → Consumer Loyalty	0.207	3.037	0.002	Accepted

Consumer satisfaction does not mediate the relationship between product quality and loyalty (H8). This is consistent with the non-significant direct effect of product quality on satisfaction and loyalty. Consequently, product quality plays a limited role in shaping loyalty in this context, suggesting that merely improving product attributes without addressing service and relational aspects may not substantially enhance loyalty.

Consumer satisfaction significantly mediates the effect of service quality on loyalty (H9). Service quality influences loyalty, both directly and indirectly, through satisfaction. This indicates partial mediation, where high-quality service increases satisfaction, which in turn strengthens loyalty, while some of the effects of service quality on loyalty also occur directly. Practically, this emphasizes that improving service processes, staff responsiveness, and interpersonal interactions simultaneously uplifts satisfaction and loyalty.

Consumer satisfaction significantly mediates the effect of trust on loyalty (H10). Trust directly and indirectly affects loyalty through satisfaction. This suggests that when consumers perceive Mills Sport as trustworthy, they are not only more likely to remain loyal on that basis alone but also become more satisfied with their overall experience, which further reinforces loyalty. This pattern highlights the central role of trust-building strategies-such as consistent performance, transparent communication, and reliable problem resolution−in fostering long-term loyalty.

Discussion

The findings suggest that consumer loyalty to Mills Sport is driven primarily by service quality, consumer trust, and consumer satisfaction, rather than product quality. While product quality remains a necessary condition to compete in the market, it appears to be more of a hygiene factor; its presence prevents dissatisfaction, but incremental improvements do not significantly increase satisfaction or loyalty. In contrast, the quality of service encounters and the level of trust that consumers place in a brand have substantial and significant impacts (Sholikhah & Hadita, 2023).

The demographic profile of the respondents—dominated by young, male, and student consumers who have purchased Mills Sport products multiple times—provides an important contextual lens. This segment is likely to be highly connected, informed, and exposed to domestic and international sports brands. For such consumers, product performance may be taken for granted, and differentiation is achieved through the overall experience, including service responsiveness, promotional activities, and relational trust. This aligns with broader trends in consumer behavior, where experiential and relational factors increasingly complement or even overshadow purely functional attributes (Munfaqiroh et al., 2023).

The strong effect of consumer satisfaction on loyalty reinforces the importance of managing all value propositions, including reasonable prices, convenient access, and attractive promotions. For example, the finding that satisfaction is strongly influenced by promotional dimensions (such as frequent and appealing

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discounts) suggests that well-designed promotional campaigns can play a meaningful role in strengthening the satisfaction–loyalty link. However, promotions alone are unlikely to be sufficient if they are not supported by consistent service quality and trustworthiness (Budiyanti, 2023).

From a managerial perspective, the results indicate that Mills Sport should prioritize initiatives that enhance service quality and build trust. These may include improving staff training to increase competence and courtesy; establishing clear service standards; ensuring prompt and fair handling of complaints; and communicating transparently about product features, warranties, and company commitments. Consistent delivery of promises will reinforce perceptions of integrity and competence, both of which are crucial for trust (Rostiani et al., 2022).

Furthermore, the mediating role of satisfaction suggests that efforts to improve service quality and trust should be explicitly oriented toward enhancing the overall satisfaction experience. Managers should monitor satisfaction across multiple dimensions, not only at the product level, but also at the service, price, access, and promotion levels. Regular feedback mechanisms and periodic surveys can help identify areas that require improvement (Jennifer & Buntu Laulita, 2023).

Theoretically, this study provides evidence that in a sports retail context, product quality may not be the dominant driver of loyalty when service quality, trust, and satisfaction are considered simultaneously. This contrasts with earlier findings in other industries where product quality had stronger direct and mediated effects on loyalty, and supports more recent perspectives that emphasize the relational and experiential nature of loyalty formation in competitive consumer markets.

CONCLUSIONS, PROPOSALS, RECOMMENDATIONS

This study examined the effects of product quality, service quality, and consumer trust on consumer loyalty to Mills Sport products, with consumer satisfaction as a mediating variable, using data from 155 consumers in West Jakarta and PLS-SEM analysis. The findings show that product quality does not significantly affect consumer satisfaction or loyalty, nor does it influence loyalty indirectly through satisfaction. By contrast, service quality and consumer trust have significant positive effects on both satisfaction and loyalty, and consumer satisfaction itself exerts a strong positive influence on loyalty. Moreover, satisfaction mediates the effects of service quality and consumer trust on loyalty, indicating that these factors strengthen loyalty directly and by enhancing satisfaction. These results suggest that, for Mills Sport, loyalty is shaped more by the quality of service encounters, the trustworthiness of the brand, and the overall satisfaction experience than by incremental differences in product quality. Managers should therefore prioritize strategies that improve service quality, build and maintain consumer trust, and elevate satisfaction across product, service, price, access, and promotional dimensions. Future research could extend this model by incorporating additional variables, such as celebrity endorsement, word of mouth, brand image, and price perception, or by applying the framework to other regions and product categories to enhance generalizability.

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