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The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia

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Abstract:

To win the competition, business people must be able to develop their products so that they can dominate the market and make their products attract customers by knowing the factors that play a role in increasing loyalty. This study aims to analyze the impact of product quality and experience on satisfaction and word of mouth as well as its impact on customer loyalty at Karya Kriya Batik in Semarang. The sample of this research is 160 customers who have made repeated purchases in the last 3 months, which are not limited by category of product, obtained by purposive sampling. Data analysis techniques used instrument tests, model tests, regression tests, and Sobel tests using SPSS 24.0 software. The research results show that product quality and experience influence satisfaction, word of mouth, and loyalty. The variable that has the most dominant influence on satisfaction and word of mouth is product quality. Product quality and experience influence satisfaction and word of mouth, and satisfaction and word of mouth influence loyalty. The variable with the most dominant influence on loyalty is word of mouth. Satisfaction and word of mouth mediate the influence of product quality and experience on loyalty.

Keywords: customer, experience, loyalty, product quality, satisfaction, word of mouth.

满意度和口碑在影响忠诚度中的作用：印度尼西亚三宝壟 蜡染工艺品的研究

摘要:

为了赢得竞争，商人必须能够开发他们的产品，以便他们能够主导市场，并通过了解提高忠诚度的因素来

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使他们的产品吸引顾客。本研究旨在分析三宝垄卡里亚克里亚蜡染的产品质量和体验对满意度和口碑的影响,以及对客户忠诚度的影响。本次研究的样本为过去 3 个月内有重复购买行为的 160 名顾客,不限产品类别,通过有目的抽样获得。数据分析技术采用统计软件 24.0 软件的仪器测试、模型测试、回归测试和索贝尔测试。研究结果表明,产品质量和体验影响满意度、口碑和忠诚度。对满意度和口碑影响最大的变量是产品质量。产品质量和体验影响满意度和口碑,满意度和口碑影响忠诚度。对忠诚度影响最大的变量是口碑。满意度和口碑调节产品质量和体验对忠诚度的影响。

关键词: 客户、体验、忠诚度、产品质量、满意度、口碑。

1. Introduction

In the industrial world, business competition is an interesting thing by trying to offer various advantages related to its superior products. Business actors must be good at establishing relationships between offers and customers to compete in the market by providing the highest level of customer satisfaction. They will make marketing plans that reflect the needs and desires of consumers. As a result, companies are required to conduct research to learn more about the factors that influence loyalty. Karya Kriya Batik is a form of business engaged in batik and fashion by exploring the potential of local wisdom using natural dyes and as a forum for research and development in the form of creative techniques, product innovation, and creativity to increase productivity in the city of Semarang, Central Java.

Karya Kriya Batik also provides the right place as a medium for learning, creating, and developing Semarang batik and natural dyes for all communities who want to learn about batik based on community empowerment and local wisdom. The products produced range from batik cloth, men's and women's clothes, and batik cloth derivative products that are creative and innovative by developing specific creative techniques.

Karya Kriya Batik is not a large-scale business, but it is nevertheless armed with the advantage of producing products for foreign consumers because of the superior characteristics of using natural dyes. The secret to business success is loyalty. Building loyalty to Karya Kriya Batik is not something that can be considered simple; therefore, loyalty cannot be achieved in an instant. A lot of effort is made with a sincere desire to maintain in the long term that can be achieved by a business that can cultivate and maintain loyalty. Customer loyalty to Karya Kriya Batik can decrease and even switch brands if the business cannot react appropriately to market conditions or competition.

Customers who have positive experiences are more likely to become loyal customers who focus on quality and experience to increase customer satisfaction. The contemporary factor in the business world is the experience one has when using a product. Customers want high quality goods, especially those that meet their expectations; therefore, they will be happy and loyal to the business. To satisfy customers who buy them, businesses must pay attention to the quality of the products sold.

Word of mouth is the exchange of information between people who know each other, directly or indirectly (Tsai et al., 2017). Word of mouth is when customers tell others about their opinion about a certain brand, product, service, or company. If the customers share their opinions about the goodness of the product, it is called a positive WoM, but if the customers share their opinions about the badness of the product, it is called a negative WoM. Word of mouth is not only an antecedent of customer loyalty but also serves as an intermediary for several determinants that affect customer loyalty, such as product quality and experience.

Several previous studies related to the factors that determine loyalty were conducted by Ishaq et al. (2014) and Zaid and Patwayati (2021), who found that product quality directly has a positive effect on loyalty. However, research from Tirtayasa (2022) found no effect of product quality on loyalty. Research results from Hasfar et al. (2020), Zare and Mahmoudi (2020), Cachero-Martinez and Caselles (2021), and Nasution et al. (2022) found that experience has a positive effect on loyalty. However, the results of research by Nurjannah et al. (2022) and Sekarwati (2023) found no empirical evidence of the effect of experience on loyalty. Furthermore, the positive effect of consumer satisfaction on loyalty was found by empirical evidence by Nasimi et al. (2018), Syafarudin (2021), and Yulian et al. (2022). However, research from Lepojević and Đukić (2019) found no empirical evidence of the effect of consumer satisfaction on loyalty. The results of research by Cantalops et al. (2018) found empirical evidence that WoM has a positive effect on loyalty.

Based on the results of previous research, there is still a research gap associated with the phenomenon of performance in the Karya Kriya Batik business. This study places consumer satisfaction and WoM as mediating variables of product quality and experience in influencing loyalty to answer this phenomenon. Thus, the purpose of this study was to clearly determine the effect of product quality and experience on satisfaction and WoM, the effect of product quality and experience on loyalty, and the effect of satisfaction and WoM on loyalty. Does satisfaction and WoM play a role in mediating the influence of product quality and experience on loyalty?

2. Literature Review and Hypotheses

2.1. Product Quality

Quality is an important aspect that is coveted by every company to maintain their business. As stated by Ishaq (2011), quality is considered the most integral part of any competitive marketing strategy for the survival and operation of a company's business. The quality that the company must maintain is the quality of the product, i.e., the ability to perform the functions of the product, including durability, reliability, accuracy, ease of use, and repair, as well as other valuable properties. According to Kotler and Armstrong (2018), product quality is the characteristic of a product or service that supports its ability to meet consumer needs. Product quality is a product's characteristics, including its ability to meet consumer needs.

The quality of a product is expressed by a set of product characteristics that are capable of implicitly satisfying the needs of consumers. Consumers will prefer products with better quality than other products to satisfy their needs. Product quality can be determined from indicators of performance, characteristics, reliability, compliance with specifications, durability, ease of maintenance, esthetics, and sensory quality. Product quality is ultimately the responsibility and part of the management function that plays a role in maintaining the competitive advantage, which is expected to increase customer satisfaction and loyalty (Jahanshahi et al., 2011).

2.2. Customer Experience

A positive experience felt by consumers can build consumer interest to become loyal consumers. The customer experience felt when using a product is also a consideration in the business world. Pullman and Gross (2004) stated that an excellent experience will encourage customer loyalty not only through functional design but also create an emotional bond with the brand or product. If a customer has a positive experience, it can be predicted that they will be happy, so they are likely to repurchase the brand. Thus, it can be concluded that customer experience is the feeling after buying a product or service, the product's relationship with humans, their creative thinking about the product/service, and the quality provided by the company. Experience indicators consist of understanding customer needs, being willing and able to modify offers, being proactive, providing good service, and realizing customer goals in buying products or services (Lemke et al., 2006).

2.3. Word of Mouth (WoM)

Word-of-mouth marketing is a marketing process done by word of mouth. Jalilvand and Samiei (2012) defined "word of mouth" as the process by which consumers exchange information and opinions about a product or service with others. Along with the process

of economic globalization, which has an impact on the transformations occurring especially in the fields of technology and information, the concept of "word of mouth" has emerged. Along with the development of technology and information, WOM has evolved and given rise to a new concept following the change that is electronic word of mouth (e-WOM).

Word of mouth (WoM) refers to any previous customer attempt to highlight positive or negative attributes of a product or company. Thus, WoM can be used as a means of communication to share information about a product or service that is consumed between consumers who do not know each other but have met. Word of mouth can include positive and negative statements made by current, potential, and past consumers about products or companies. This information is available to consumers or organizations over the internet. The source of information is independent and can be accessed by anyone with internet access. The WoM indicator is that when buying a product, a customer will refer to other people. When choosing a product, you will see other people's suggestions about what is recommended. When buying a product, you will pay attention to people around you who have provided product recommendations before (Tsai et al., 2017).

2.4. Customer Satisfaction

A business is built for the long term and can provide benefits and success benefits according to the expectations of the owner. To achieve this goal, several important supporting factors are needed, such as capital, employees with the best skills, and of course not being separated from consumers or customers. Customer satisfaction is essential in building a more advanced business to increase profits for the company. Customer satisfaction is a cognitive or affective reaction that arises in response to a series of services provided singly or continuously (McDougall & Levesque, 2000). According to Kotler and Keller (2016), satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of a product that is expected. If the performance is as expected, the consumer feels happy, and vice versa if the performance is not appropriate, the consumer feels disappointed.

Tjahjaningsih and Sari (2019) state that organizations must be able to measure customer satisfaction with the availability of products or services correctly and then provide products or services that can satisfy customers. Things that can affect customer satisfaction: consumers feel happy to make purchases, based on experience, consumers are satisfied with making purchases, the product has met consumer expectations, overall, consumers believe that the product does not disappoint, and consumers do not complain about the product (Kotler & Keller, 2016).

2.5. Customer Loyalty

Loyalty is an existing customer's interaction with a

particular store, brand, or service provider, when there are other alternatives the customer can choose from. This shows a positive customer attitude in the form of repeat purchasing behavior over time. Loyalty is an attitude shown by consumers toward products and/or service providers. A loyal customer is one who always buys back from the same provider or service provider. Loyalty indicators consist of talking about positive things, recommending to others, repurchasing, trying other products, and making purchases continuously (Budiastari, 2016).

2.6. Hypothesis Development

Product quality is the most important part of a company to remain competitive with other companies, because product quality will increase customer satisfaction. If a company has good product quality and is superior to competitors' products, it will raise awareness of the product's brand, so that consumers will feel satisfied with the company's products. This is supported by the research of Monica and Maharani (2020), which empirically proves from the results of their research that product quality affects customer satisfaction. A close relationship exists between product quality and customer satisfaction. Product quality is a characteristic of a product whose ability to meet consumer needs. Consumers will prefer products of higher quality than others that fulfill a consumer's need or desire, which will further increase customer satisfaction.

H₁: Product quality has a positive effect on satisfaction.

Quality is a rational consideration for consumers when buying products. One that is sought by consumers when buying a product is information related to quality. Perceived quality is the consumer's overall assessment of the standard service process (Ranjbarian et al., 2012). The higher the performance compared to consumer expectations, the higher the level of consumer satisfaction. In addition, information that is often shared about products is quality. Therefore, product quality affects WoM. The higher the quality of a product, the more positive WoM.

H₂: Product quality has a positive effect on WoM.

Basically, consumers are those who need the company's products. When a customer has a positive experience, it can be predicted that the customer will be happy to repurchase the brand. Supported by the research of Zaid and Patwayati (2021), Tjahjaningsih et al. (2021) from the results of their research found that experience has a positive effect on customer satisfaction. Customer experience is the feeling after buying a product or service.

H₃: Experience has a positive effect on satisfaction.

When consumers feel dissatisfied, they will share experiences that do not satisfy, and this can have a negative impact on product image. The results of Paisri et al. (2022) found empirical evidence that experience impacts increasing WoM. The better the experience,

the more likely the consumer will share it with others, and ultimately make the consumer loyal. The worse the quality of service, the more unpleasant the consumer experience will be, and they will respond by telling others about it, online and offline.

H₄: Experience has a positive effect on WoM.

Product quality is closely related to customer loyalty. Quality is important for the company because it will impact customers. According to Kotler and Armstrong (2016), product quality is the characteristic of a product or service that supports its ability to meet consumer needs. Currently, all manufacturers understand the importance of superior product quality in meeting customer expectations in all aspects of their products. Customer loyalty is created by the company by creating quality products so that the product is always remembered and customers buy the product again. This is supported by the studies of Hasfar et al. (2020) and Zaid and Patwayati (2021). Based on their research results, product quality has a direct positive impact on customer loyalty.

H₅: Product quality increases customer loyalty.

Experience is closely related to customer loyalty. Companies must provide a positive experience to customers so that customers feel happy and will buy the product again. Pullman and Gross (2004) explain that providing an excellent experience will encourage customer loyalty not only through functional design but also create an emotional bond with the brand or product. This is supported by research, namely Hasfar et al. (2020) and Zaid and Patwayati (2021), based on experiential research that directly has a positive effect on customer loyalty.

H₆: Experience has a positive effect on loyalty.

Customer satisfaction is the result of customers' perceptions of the value received in a transaction or customer relationship (Jahanshahi et al., 2011). The higher the level of customer satisfaction, the more effective the use of the product is considered to be better than expected, so consumers speak positively about the product or service, are willing to give recommendations to others, and repeat purchases in the future (Budiastari, 2016). Customers who believe that they are receiving a product or service that meets their expectations will be consistent and have a high degree of loyalty (Parasuraman et al., 1988).

H₇: Consumer satisfaction affects increasing customer loyalty.

WoM persuasion will drive product purchases, depending on the WoM content. Word of mouth is an important source of information for consumers before making buying decisions (Abubakar & Ilkan, 2016). Liang and Scammon (2016) suggest that reading online recommendations affects the intention to buy online. In addition, online recommendation sources can become traditional recommendation sources or future recommendation systems within a group. Online recommendations affect customer loyalty.

H₈: Word of mouth has a positive effect on loyalty.

3. Research Methods

This research is inductive research, and the research process is conducted through several steps in accordance with the rules of inductive research. These steps are presented in a flowchart diagram, as shown in Figure 1.



Figure 1. Research flowchart

3.1. Population and Sample

The population used in this study were customers of Karya Kriya Batik in Semarang City who had made repeated purchases. This research is related to loyalty; therefore, what can be used as a population is the number of customers in the last 3 months, which are not limited by the category or type of product purchased. In a multivariate study (including multiple analysis), the sample size is between 100 and 500, obtained from purposive sampling. Data were obtained using a questionnaire and then analyzed using regression analysis and the Sobel test. Based on these considerations, this study used a questionnaire that was distributed to as many as 200 respondents. Variable indicators used and developed in product quality variables include eight indicators (Tjiptono, 2008),

experience variables cover five indicators (Lemke et al., 2006), satisfaction variables use five indicators (Kotler & Keller, 2016), WoM variables use three indicators (Kawakami & Perry 2013; Tsai et al., 2017), and the loyalty variable uses five indicators (Budiastari, 2016). A questionnaire method using a Likert scale of 1-7 was employed for data collection.

3.2. Model Analysis

The collected data were analyzed using regression analysis with three regression equation models, as presented in the following equations:

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + e_1 \quad (1)$$

$$Y_2 = \alpha_2 + \beta_3 X_1 + \beta_4 X_2 + e_2 \quad (2)$$

$$Y_3 = \alpha_3 + \beta_5 X_1 + \beta_6 X_2 + \beta_7 Y_1 + \beta_8 Y_8 + e_3 \quad (3)$$

where Y_1 is customer satisfaction, Y_2 – WoM, Y_3 – customer loyalty, X_1 – product quality, X_2 – experience, α – a constant, β – regression coefficient, and e – an error or confounding variable. Meanwhile, to test the mediating role of satisfaction and word of mouth, the Sobel test was used.

4. Results

4.1. Description of Respondents

Respondents in this study were female by 75%, age range 38-47 years by 65.5%, and the last level of education attained by high school by 45%.

4.2. Instrument Test

The validity test shows that the product quality, experience, satisfaction, WoM, and loyalty variables have a KMO value of > 0.5 , so it can be stated that the sample adequacy requirements have been met and the loading factor of product quality, experience, satisfaction, WoM, and loyalty variables > 0.4 on each indicator, so it can be stated that all indicators are valid, so further analysis can be carried out. The reliability test shows that the Cronbach's alpha value of the product quality variable is $0.788 > 0.7$; experience $0.877 > 0.7$; satisfaction $0.835 > 0.7$; WoM $0.777 > 0.7$; loyalty $0.913 > 0.7$. Thus, all variables are declared reliable.

4.3. Test Models

The results of the regression analysis provide the regression model equation, as shown in Table 1.

Table 1. Regression analysis (Data processing results)

Independent Variable	Model I ^a	Model II ^b	Model III ^c
Beta			
Product quality	0.522	0.619	0.281
Experience	0.237	0.188	0.178
Satisfaction			0.325
WoM			0.380
Adj R ²	0.420	0.504	0.752
F	59.22	82.752	123.113

Referring to Table 1, it is possible to construct the regression model of each model as follows:

$$Y_1 = 0.522 X_1 + 0.237 X_2 \quad (4)$$

$$Y_2 = 0.619 X_1 + 0.188 X_2 \quad (5)$$

$$Y_3 = 0.281 X_1 + 0.178 X_2 + 0.325 Y_1 + 0.380 Y_2 \quad (6)$$

where Y_1 is satisfaction, Y_2 – WoM, Y_3 – customer

loyalty, X_1 – product quality, and X_2 – experience.

Table 1 shows that in model 1, an F value of 59.22 is obtained and a p-value = 0.000, which means that service quality and price perceptions have a significant effect on satisfaction simultaneously, so model 1 is considered fit. In addition, model 1 has an adjusted R^2 value of 0.420, which means that the influence of product quality and experience variables on satisfaction is 42%. This shows that there are other factors outside the 58% model that affect satisfaction.

Model 2 obtained an F value of 82,752 and a p-value = 0.000, which means that product quality and experience have a significant effect on WoM simultaneously, so model 2 is considered fit. In addition, model 2 has an adjusted R^2 value of 0.504, which means that the influence of product quality and experience variables on WoM is 50.4%. This shows

that there are other factors outside the model of 49.65% that affect WoM.

Model 3 obtained an F value of 123.113 and a p-value = 0.000, which means that product quality, experience, satisfaction, and WoM have a significant effect on loyalty simultaneously, so model 3 is considered fit. In addition, model 3 has an adjusted R^2 value of 0.752, which means that the influence of product quality, experience, satisfaction, and WOM variables on customer loyalty is 75.2%. This shows that there are other factors outside the model of 24.8% that affect customer loyalty.

4.4. Hypothesis Testing

Table 2 shows the overall hypothesis testing considering that the p-values are all less than 1%.

Table 2. The p-value (Data processing results)

Relationship Variable	Standardized coefficient	p	Supported
Product quality → Satisfaction	0.522	0.000	Accepted
Experience → Satisfaction	0.237	0.000	Accepted
Product quality → WOM	0.619	0.000	Accepted
Experience → WOM	0.188	0.002	Accepted
Product quality → Loyalty	0.218	0.000	Accepted
Experience → Loyalty	0.178	0.004	Accepted
Satisfaction → Loyalty	0.325	0.000	Accepted
WOM → Loyalty	0.380	0.000	Accepted

As shown in Table 2, the results of the hypothesis test demonstrate a p-value of 0.00 less than 1%; therefore, all hypotheses (hypotheses 1-8) are accepted.

4.5. Mediation Test with the Sobel Test

The results of hypothesis testing 9-12 are known from the results of the Sobel Test presented in Table 3 as follows.

Table 3. The Sobel test results (Data processing results)

Relationship Variable	Z	p	Supported
Product quality → Satisfaction → Loyalty	5.607	0.000	Accepted
Experience → Satisfaction → Loyalty	5.485	0.000	Accepted
Product quality → WoM → Loyalty	5.029	0.000	Accepted
Experience → WoM → Loyalty	5.068	0.000	Accepted

The Sobel test results in Table 3 show that all Z values > 1.96, as well as all p = 0.00 values less than 1%, so that hypotheses 9 – 12 are accepted, that satisfaction and WoM play a role in mediating the effect of product quality and experience on loyalty.

5. Discussion

At Semarang Karya Kriya Batik, product quality has a good and substantial impact on customer satisfaction. The results of this study indicate that the higher the product quality of Karya Kriya Batik, the higher the customer satisfaction, and conversely, the quality of the products produced by the company can provide product characteristics, performance, suitability, and designs that are in accordance with promotions not just promises, so that what is obtained by the customer as desired, and this leads to customer satisfaction. In addition, the ability of businesses to be responsible for problems faced by consumers, timely service, and the availability of adequate information are factors that

encourage consumer satisfaction. This empirical finding agrees with the results of Ishaq et al. (2014), Monica and Maharani (2020), Fitriyanti et al. (2021), Syafarudin (2021), Taufik et al. (2022), and Naini et al. (2022), who found the influence of product quality on customer satisfaction.

Product quality has a positive and significant effect on WoM in Semarang Karya Kriya Batik. Thus, the product quality of Karya Kriya Batik determines WoM, and consumers will positively tell the quality of this product to other consumers. This condition will certainly impact increasing repurchase intentions for the product. Customers will also pay attention to the quality of products received by other customers. Consumers will compare the quality of products with one another and have an effect on influencing other customers. Superior product quality will increase the positive WoM. The results of this study support the research findings of Hermawan et al. (2017) that product quality has a positive effect on WoM.

The third hypothesis test is accepted, namely that

experience has a significant positive effect on satisfaction with Semarang Karya Kriya Batik. The results of this study indicate that the better the experience of Karya Kriya Batik, the higher the customer satisfaction. Conversely, an unpleasant experience will make consumers dissatisfied. The worse the experience, the more unpleasant it is. Nobar et al. (2018) reinforce the statement that customer experience has a significant influence on customer satisfaction. The results of this study support the findings of Zaid & Patwayati (2021) and Tjahjaningsih et al. (2021). When a customer has a positive experience, it can be predicted that the customer will be happy to repurchase the brand.

The fourth hypothesis test is accepted, namely that experience impacts increasing WoM on Semarang Karya Kriya Batik. According to the research findings, customers are more likely to have a positive WoM when they have a positive experience purchasing Karya Kriya Batik products through recommendations from others, viewing others' suggestions for what is recommended, and paying attention to people nearby who have previously made product recommendations. When information is shared indirectly, the recipient is aware of the sender's identity and is familiar with their interests and preferences because of frequent encounters. When buying a product, customers refer to other people. When choosing a product, they look at other people's recommendations. When they buy a product, they pay attention to people around them who have recommended the product before. Conversely, a bad experience will be more easily absorbed by customers. These results support the research findings of Cantalops et al. (2018) and Paisri et al. (2022).

The fifth hypothesis test is accepted, namely that product quality has a significant positive effect on customer loyalty at Karya Batik Semarang. The findings show that customer loyalty increases with product quality for Karya Kriya Batik. High product quality will be a satisfying experience that motivates customers to act ethically by being loyal. The findings of this study corroborate those of Adi et al. (2019), who found that customer loyalty is positively impacted by product quality. The results of this study also support the findings of Ishaq et al. (2014), Hasfar et al. (2020), Fitriyanti et al. (2021), Zaid and Patwayati (2021), Naimi et al. (2022), and Taufik et al. (2022) based on research on product quality that directly has a positive effect on customer loyalty.

The sixth hypothesis test is accepted, namely that experience has a significant positive effect on customer loyalty at Karya Kriya Batik Semarang. The results of this study indicate that the more positive the experience with Karya Kriya Batik, the higher the customer loyalty. A good experience will increase consumer loyalty in the form of a desire to provide recommendations to others, think positively about the product, and repurchase. Imbug et al. (2018) clearly stated that customer experience is a contributor to the value of customer loyalty. Suhaily and Soelasih (2017)

also revealed that experiences that are positively perceived by consumers encourage the desire to repurchase. The results of this study support the findings of Hasfar et al. (2020), Zaid and Patwayati (2021), and Nasution et al. (2022) that experience has an effect on increasing customer loyalty.

The seventh hypothesis test is accepted, namely that satisfaction has a significant positive effect on customer loyalty at Semarang Karya Kriya Batik. The results show that the higher the satisfaction with Karya Kriya Batik, the higher customer loyalty. High customer satisfaction suggests that a product has performed better than expected, as shown by the fact that customers are eager to promote a product or service to others, talk favorably about it, and make repeat purchases in the future (Budiastari, 2016). The results of this study also support the findings of Ishaq et al. (2014), Cantalops et al. (2018), Syafarudin (2021), Taufik et al. (2022), and Naimi et al. (2022) that consumer satisfaction has a positive effect on loyalty. Customers who believe that their expectations are being met in terms of the quality of the product or service will be consistent and loyal (Parasuraman et al., 1988).

The eighth hypothesis test is accepted, namely that WoM has a significant positive effect on customer loyalty at Semarang Karya Kriya Batik. The results show that the more positive the WoM on Karya Kriya Batik, the higher the customer loyalty. WoM, which contains positive product reviews and purchases, will influence the purchase of a product (Tsai, et al., 2017). WoM is an important source of information for consumers before making buying decisions (Abubakar & Ilkan, 2016). Therefore, when WoM is strong, it will enhance the customer's pleasant experience with the product, which in turn will have an impact on the appearance of devoted attitudes and purchase behavior. The findings confirm that WoM has a beneficial impact on customer loyalty, similar to those of Liang and Scammon (2011), Cantalops et al. (2018), and Perera et al. (2019).

The ninth hypothesis test is accepted: satisfaction mediates the effect of product quality on loyalty at Semarang Karya Kriya Batik. The results of this study indicate that the higher the product quality in Karya Kriya Batik, the higher the customer satisfaction and ultimately increases customer loyalty. These results indicate that satisfaction has a mediating effect or that the effect of product quality on loyalty does not only occur directly, but also indirectly through the mediating effect of satisfaction. The results of this study support the findings of Budiastari (2016) and Hermawan et al. (2017), which revealed that product quality influences loyalty through customer satisfaction.

The tenth hypothesis test is accepted: customer satisfaction mediates the effect of experience on customer loyalty at Karya Kriya Batik Semarang. The results of this study indicate that a more positive experience at Karya Kriya Batik Works will increase satisfaction and ultimately customer loyalty. These

results indicate that satisfaction has a mediating effect or that the effect of experience on customer loyalty does not only occur directly, but also indirectly through the mediating effect of satisfaction. The findings of this study corroborate those of Liu and Lee (2016) and Hermawan et al. (2017), who found that customer satisfaction, which is influenced by experience, affects customer loyalty.

The eleventh hypothesis test is accepted, namely that WoM mediates the effect of product quality on customer loyalty at Semarang Karya Kriya Batik. The results of this study indicate that the higher the product quality in Karya Kriya Batik, the more positive WoM will increase and ultimately increase customer loyalty. These results indicate that WoM has a mediating effect or the influence of product quality on customer loyalty not only directly but also indirectly through the mediation effect of WoM. The results of this study support the findings of Liu and Lee (2016) that WoM mediates the relationship between product quality and loyalty.

The twelfth hypothesis test is accepted, namely that WoM mediates the effect of experience on customer loyalty at Semarang Karya Kriya Batik. The results of this study indicate that a more positive experience of Semarang Karya Kriya Batik will increase positive WoM and ultimately increase customer loyalty. These results indicate that WOM has a mediating effect or experience influence on customer loyalty not only directly but also indirectly. These results support the findings of Liu and Lee (2016), which reveal that WoM mediates the relationship between experience and loyalty. Current customer commitments relate to a particular store, brand, or service provider, when other alternatives exist selected by the customer.

6. Conclusions

From the data obtained and the analysis that has been conducted in this study, it can be concluded that product quality and experience have an effect on satisfaction and WoM, product quality and experience have an effect on WoM and loyalty, product quality and experience have an effect on loyalty, satisfaction and WoM have an effect on loyalty, so that Karya Kriya Batik must always provide new innovations in products, create new products, and maintain product quality so that customer satisfaction can be fulfilled in the hope that it will lead to loyal behavior. Satisfaction that is formed on customers who feel happy when making purchases, based on the experience of feeling satisfied making purchases, the product meets expectations, overall consumers believe the product does not disappoint, and consumers do not complain, can increase customer loyalty. WoM has a significant positive effect on customer loyalty. Word of mouth formed by customers referring to other people when buying, seeing other people's recommendations, and paying attention to people who have provided recommendations can increase loyalty.

Customer satisfaction mediates the effect of product quality on loyalty. Satisfaction strengthens the effect of product quality on customer loyalty. Customer satisfaction mediates the effect of experience on loyalty. Satisfaction strengthens the effect of experience on loyalty. Word of mouth mediates the effect of product quality on loyalty. WoM reinforces the effect of product quality on customer loyalty. WoM mediates the effect of experience on loyalty. WoM strengthens the effect of experience on loyalty.

This research makes an important contribution to the academic field by providing empirical evidence related to the factors that influence customer satisfaction, word of mouth, and loyalty. Satisfaction plays an important role in mediating the influence of product quality and experience on loyalty. Likewise, WoM plays an important role in mediating the influence of product quality and experience on customer loyalty. The variable with the dominant influence on satisfaction and word of mouth is product quality. Meanwhile, the variable with the dominant influence on loyalty is word of mouth.

7. Limitations and Future Research

This study has limitations that can be used as ideas for further research. The limitation of this research is that the number of respondents was only 160 customers who purchased Batik Karya Kriya products in the city of Semarang. Factors that influence customer loyalty are four variables: product quality, customer experience, satisfaction, and WoM. Many factors can influence customer loyalty; for example, promotion, price, commitment, and service quality can be added for further research.

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