THE INFLUENCE OF PRODUCT QUALITY ON CONSUMER SATISFACTION THROUGH TRUST IN REEBOK FOOTBALL SHOES IN BANDUNG CITY

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ABSTRACT
This research aims to analyze the influence of product quality on customer satisfaction through trust in Reebok football shoes in the city of Bandung. The sampling technique uses accidental sampling. The sample in this study was 385 respondents via an online questionnaire with 25 statement items. The data analysis method used in this research was SEM-AMOS with AMOS version 22 software, and used a sobel test for the influence of intervening variables.
The results of the research show that there is a positive and significant influence of product quality variables on consumer satisfaction through trust, product quality variables have a positive and significant influence on consumer satisfaction, product quality variables have a positive and significant influence on trust, and trust variables are able to mediate the relationship between product quality and satisfaction. consumers simultaneously.

Key words: Product quality, trust and consumer satisfaction.

INTRODUCTION

The development of the football industry is increasing, as can be seen from the increasing number of football fans in Indonesia. This is proven during football matches, especially when Asian or international championships are taking place, the stadiums are packed with spectators. Apart from that, the community of football club supporters in Indonesia is increasing. The development of football in Indonesia is increasing day by day, seen from the movements of football enthusiasts, both players, coaches and sponsors who are ready to donate funds to create a football competition with high prestige. The increasing number of football competitions recently shows the seriousness of football players in Indonesia,

When playing soccer, of course these players need a set of playing equipment, such as shoes, balls, and even sports clothes. This is seen as an opportunity for sports equipment manufacturers to exploit this market potential. In fact, local producers openly challenge foreign brands to compete in the field. Competition in the football shoe business is increasingly fierce, local and foreign shoe manufacturers are both taking advantage of the football fan market which continues to grow. Apart from competing on price, some also dare to compete on quality and target higher segments. Looking at the sports shoe market, it is quite competitive. There are various kinds of popular sports shoe brands on the market such as Adidas, Nike, Reebok, Ardiles, and Diadora which are always competing to attract consumers' interest in buying their products.(Afifah, I., & Sopiany, 2017).

Based on data obtained from the Top Brand Index for the Football Shoes category in 2018-2022, compared to others, Reebok is in third place and is experiencing fluctuations. One of the causes of the fluctuation is considered to be a lack of confidence in Reebok football boots. Several phenomena show that the quality of Reebok products is getting worse, resulting in a lack of trust among football athletes in Reebok products.

Several phenomena show that the quality of Reebok football shoe products is getting worse, resulting in a lack of satisfaction from consumers. Consumers' sense of trust in Reebok football shoes has decreased, resulting in a lack of interest in wearing Reebok football shoe products in the city of Bandung. Based on the problems and phenomena described above, the author is interested in conducting research and making the problems that occur as a research topic by taking the title "The Influence of Product Quality on Consumer Satisfaction Through Consumer Trust in Reebok Football Shoes in the City of Bandung".

Product quality

According to Philip Kotler (2022), product quality is the totality of a product, everything that can be offered to a market to fulfill consumers' desires or needs for quality products. The definition of product quality according to Philip Kotler is in line with the phenomenon of this research, namely that the quality of the products offered by Reebok does not meet the desires and needs of consumers. Several consumers complained that the quality of Reebok football shoe products had decreased. The dimensions of product quality according to Kotler and Keller (2022) are performance, features, reliability, conformance, durability, aesthetics, perceived quality.

Trust

According to Marwanah & Shihab (2022) defines trust as an attitude shown through feelings of liking and persisting in being able to use a product or brand that is trusted. So, trust will arise from consumers if the product purchased provides the desired use or value. This definition is in line with the phenomenon of this research, namely consumer confidence in Reebok football shoes has decreased due to the quality of the products provided by Reebok not being in line with consumers' expectations/desires. Dimensions of trust according to McKnight Resika et al. (2019), namely trusting belief with indicators of benevolence, integrity and ability.

Consumer Satisfaction

According to Kotler (2022) satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product (or results) to their expectations. Meanwhile, dissatisfaction arises if the results obtained do not meet consumer expectations. The definition of product quality according to Kotler is in line with the phenomenon of this research, namely that several consumers are disappointed because they are dissatisfied with the declining quality of Reebok football shoe products. Indicators of consumer satisfaction in this research are conformity to expectations, willingness to recommend and experience.

METHOD

The method used in this research is a descriptive and verification method using a quantitative approach. This research aims to examine the influence of product quality on consumer satisfaction through trust. The data used in this research is primary data collected through surveys, questionnaires or opinion polls (self-administered survey) as the main instrument for research. The quantitative data in this research is in the form of answers to questionnaires distributed to athletes of female and male gender, and of productive age, where they are consumers/users who use Reebok football shoes in the city of Bandung.

The population in this study were athletes who use/consumer Reebok football shoes in Bandung City, with a productive age of 16-35 years and male. Therefore, the population in this study is not known with certainty. So use the Cochran formula (Sugiyono, 2022). Here are the calculations:

$$n = \frac{Z^2.p.q}{e^2}$$

$$n = \frac{1{,}96^2.(0{,}5).(0{,}5)}{0{,}05^2}$$

$$n = \frac{3{,}8416.(0{,}5).(0{,}5)}{0{,}0025}$$

$$n = \frac{0{,}9604}{0{,}0025}$$

$$n = 384{,}16$$

$$n = 385$$

In this research, an accidental sampling/incidental sampling technique is used, namely a sampling technique based on chance/incidence, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person they meet by chance is suitable as a data source (Sugiyono, 2022).

RESULTS AND DISCUSSION

Structural model testing is carried out to see the direction of the relationship between variables with several indicators with the aim of testing whether the model is accepted or not from several variables, namely product quality, trust and consumer satisfaction variables as stated in the AMOS model.

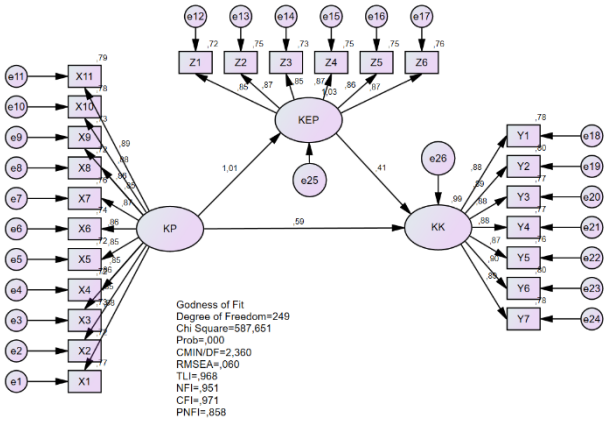

Figure 1. AMOSS 22 MODEL RESULT

1. Amos 22 results

The results of model testing in Figure 1 show several variables, namely KP (X) as the independent variable, KEP variable (Z) as the intervening variable, KK (Y) variable as the dependent variable along with its indicators.

Table 1
SLF Value Based on Indicator Variables KP (X), KEP (Z), and KK (Y).

Indicator	SLF
X1	**0.875**
X2	**0.848**

X3	**0.855**
X4	**0.848**
X5	**0.847**
X6	**0.863**
X7	**0.873**
X8	**0.848**
X9	**0.857**
X10	**0.882**
X11	**0.890**
Z1	**0.849**
Z2	**0.868**
Z3	**0.852**
Z4	**0.868**
Z5	**0.865**
Z6	**0.871**
Y1	**0.881**
Y2	**0.893**
Y3	**0.877**
Y4	**0.878**
Y5	**0.872**
Y6	**0.896**
Y7	**0.886**

Based on table 1, it can be concluded that all SLF values for each indicator are ≥ 0.5. This shows that good convergent validity properties have been achieved in terms of the SLF measure, then the results of validity testing based on average variance extracted (AVE) and reliability testing based on construct reliability (CR) are presented.

Table 2
Average Variance Extracted (AVE) and Construct Reability (CR) Calculation Results

VARIABLES	**KP**			**K.K**			**KEP**		
Indicator	**SLF**	**SLF**	**Error**	**SLF**	**SLF**	**Error**	**SLF**	**SLF**	**Error**
X1	0.875	0.766	0.299						
X2	0.848	0.719	0.428						
X3	0.855	0.731	0.408						
X4	0.848	0.719	0.437						
X5	0.847	0.717	0.413						
X6	0.863	0.745	0.404						
X7	0.873	0.762	0.363						
X8	0.848	0.719	0.421						
X9	0.857	0.734	0.400						
X10	0.882	0.778	0.354						
X11	0.890	0.792	0.315						
Z1				0.849	0.721	0.410			
Z2				0.868	0.753	0.356			
Z3				0.852	0.726	0.377			
Z4				0.868	0.753	0.389			
Z5				0.865	0.748	0.362			
Z6				0.871	0.759	0.376			
Y1							0.881	0.776	0.304
Y2							0.893	0.797	0.289
Y3							0.877	0.769	0.360
Y4							0.878	0.771	0.335
Y5							0.872	0.760	0.395
Y6							0.896	0.803	0.310

Y7						0.886	0.785	0.325
Sum of Std. Loading	**9.49**		**5.17**			**6.18**		
Sum of Std. Loading2		**8.18**		**4.46**			**5.46**	
Sum of Errors			**3.07**		**2.27**			**2.32**
Variance Extracted	**0.73**		**0.66**			**0.70**		
Construct Riability	**0.97**		**0.92**			**0.94**		

From the AVE measure, it is known that the AVE value is >0.50, which means it meets the characteristics of good convergent validity based on the AVE measure and is said to be valid. Meanwhile for the CR value, all CR values are >0.70, which means they have met convergent validity based on CR, so all indicators are said to be reliable (Hair, 2019).

Table 3
Goodness of Fit Results

Goodness of Fit index	***Cut off Value***	***Results***	***Model Evaluation***
Degrees of freedom	Positive (+)	249	Good Fit
Chi-Square (X2)	below the table value (394,626)	587,651	Unwell
Significance of Probability	≥ 0.05	0,000	Unwell
CMIN/DF	≤ 2.00	2,360	Marginal Fit
RMSEA	≤ 0.08	0.060	Good Fit
TLI	≥ 0.90	0.968	Good Fit
NFI	≥ 0.90	0.951	Good Fit
CFI	≥ 0.90	0.971	Good Fit
PNFI	0.60-0.90	0.858	Good Fit

Based on the evaluation of the goodness of fit criteria above, there are criteria that meet the requirements in the goodness of fit table, namely the Chi-square test, RMSEA, TLI, NFI, CFI, PNFI, while the criteria that do not meet the requirements are probability, CMIN/DF. According to Hair et al., (2019) the use of 4-5 goodness of fit that meets the requirements is sufficient to assess the feasibility of a model. From the data above it is found that there are 5 uses that have achieved goodness of fit. This means that this research model meets the research requirements of SEM AMOS or it can be said that the structural model that has been created is acceptable.

Table 4
Test the Direct Effect Hypothesis

Hypothesis	***Path coefficient***	**Estimate**	**S.E**	**CR**	**P**	**Conclusion**
H1	KP→KEP	1,060	,046	23,148	0,000	Positive, significant
H2	KP→K.K	1,008	,044	22,992	0,000	Positive, significant
H3	KEP→K.K	1,057	,045	23,281	0,000	Positive, significant

The proposed hypothesis is based on the calculated weight table in the output of AMOS version 22. The criteria used in hypothesis testing are at a significance level of 5% with a p value ≤ 0.05. If the p-value is ≤ 0.05, then the indicator variable is said to be significant and the proposed research hypothesis is acceptable. Meanwhile, if the p-value i ≥ 0.05, then the indicator variable is said to be irrelevant and the proposed research hypothesis is the correct hypothesis (Ghozali, 2011).

These variables are considered to have a significant effect if the Critical Ratio (CR) value in the AMOS output shows a value greater than or equal to 1.96 because this means the variable has a significance level of 95% (Ghozali, 2011).

Based on table 4 it can be seen:

1. There is a positive and significant influence of product quality (X) on trust (Z), where the CR value is (23.148>1.96) and the probability is (0.000<0.05) so that the product quality variable has a significant positive effect on trust. The results of this research prove that product quality influences consumer confidence in Reebok football shoes.
2. There is a positive and significant influence of product quality (X) on consumer satisfaction (Y) where the CR value is (22.992>1.96) and the probability is (0.000<0.05) so that the product quality variable has a significant

positive effect on consumer satisfaction. These results prove that product quality influences consumer satisfaction with Reebok football shoes.
3. There is a positive and significant influence of trust (Z) on consumer satisfaction (Y) where the CR value is (23.281>1.96) and the probability is (0.000<0.05) so that the trust variable has a significant positive effect on consumer satisfaction. These results prove that trust influences consumer satisfaction with Reebok football shoes.

Table 5
Intervening Test with Sobel Test

Hypothesis	Track	Sobel Test		Conclusion
		t-Statistics	P Value	
H4	KP→KEP→K.K	16.2	0,000	Significant

Based on the results of the Sobel test, a statistical t value of 16.2>1.96 and a p-value of 0.000<0.05 were obtained, meaning that the indirect effect was significant at the 5% significance level (Ghozali, 2018). So it can be concluded that KEP (Z) significantly mediates the relationship between KP (X) and KK (Y), so the intervening hypothesis is accepted.

CONCLUSION

Based on the results of data analysis and discussion regarding "The Influence of Product Quality on Consumer Satisfaction Through Consumer Trust in Reebok Football Shoes in Bandung City", there are several important points that can be drawn as conclusions, namely, the results of the research show that the distribution of respondents' assessments of the product quality variable (X), trust (Z) is in the very good category and consumer satisfaction (Y) is in the good category. The results of the Partial Significant Test show that the product quality variable (X) and the trust variable (Z) have a partially significant and positive influence on the consumer satisfaction variable (Y) and the product quality variable (X) have a significant and partially positive influence on the trust variable (Z).The results of the intervening test with the sobel test show that the trust variable (Z) has a significant and positive influence on the relationship between product quality (X) and consumer satisfaction (Y) simultaneously.

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