THE EFFECT OF PRODUCT QUALITY, ONLINE SHOPPING EXPERIENCE, AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE KAYLAA_KIDS CONSUMERS IN PAYAKUMBUH CITY

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Informasi	Abstract
	This study aims to analyze the effect of Product quality , Online shopping experience, and Brand image on Customer loyalty through Customer satisfaction as a mediating variable among Kaylaa_ Kids consumers in Payakumbuh City. The population in this study consists of all Kaylaa_ Kids consumers who have purchased products. The sample size used was 100 respondents, with the sampling technique employing purposive sampling, specifically consumers who had made at least two purchases. The data used in this study is primary data obtained through the distribution of questionnaires using a Likert scale. Meanwhile, secondary data was obtained from reference books and internet sources. The analysis method used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software. The results of the study indicate that Product quality, Online shopping experience, and Brand image have a positive and significant effect on Customer satisfaction and Customer loyalty. In addition, Customer satisfaction has been proven to mediate the relationship between Product quality, Online shopping experience, and Brand image on Customer loyalty among Kaylaa_ Kids consumers in Payakumbuh City. ***Keyword:*** *Product quality, Online shopping experience, Brand image, Customer satisfaction, Customer loyalty*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Product quality, Online shopping experience, dan Brand image terhadap Customer loyalty melalui Customer satisfaction sebagai variabel mediasi pada konsumen Kaylaa_Kids di Kota Payakumbuh. Populasi dalam penelitian ini adalah seluruh konsumen Kaylaa_Kids yang pernah melakukan pembelian produk. Jumlah sampel yang digunakan sebanyak 100 responden dengan teknik pengambilan sampel menggunakan purposive sampling, yaitu konsumen yang telah melakukan pembelian minimal dua kali. Data yang digunakan dalam penelitian ini merupakan data primer yang diperoleh melalui penyebaran kuesioner dengan skala Likert. Sedangkan data sekunder dari buku Pustaka dan sumber internet. Metode analisis yang digunakan adalah Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa Product quality, Online shopping experience, dan Brand image berpengaruh positif dan signifikan terhadap Customer satisfaction dan Customer loyalty. Selain itu, Customer satisfaction terbukti mampu memediasi hubungan antara Product quality, Online shopping experience, dan Brand image terhadap Customer loyalty pada konsumen Kaylaa_Kids di Kota Payakumbuh.

Kata Kunci: *kualitas produk, pengalaman berbelanja online, citra merek, kepuasan konsumen, loyalitas konsumen*

A.   INTRODUCTION

The development of the digital-based fashion industry in the past five years has shown a significant transformation in people's consumption patterns, particularly through the integration of e-commerce and social commerce platforms such as Shopee, TikTok Shop, and Instagram. This dynamic has not only increased transaction volume but also shifted the determinants of customer loyalty from merely product-oriented to a holistic experience encompassing quality, digital interaction, and brand image (Alam, 2025) ; (Saputra et al., 2024) . Customer loyalty in the context of modern marketing is understood as a long-term commitment to consistently make repeat purchases despite the presence of competitive alternatives (Le et al., 2025) . In a highly competitive digital ecosystem, loyalty has become a strategic asset because it directly correlates with retention, profitability, and business sustainability (Carvajal-Trujillo et al., 2022) . Various empirical studies confirm that *product quality* is a fundamental determinant in shaping customer satisfaction and loyalty (Sudarman et al., 2021) ; (Diputra & Yasa, 2021) .

Products that meet or exceed consumer expectations have been shown to increase satisfaction, leading to repeat purchases. However, in a digital context, product quality no longer stands alone. *The online shopping experience* also plays a role in shaping perceived value through ease of navigation, transaction security, service responsiveness, and delivery speed (Thi & Nguyen, 2020) . Recent studies have shown that a positive online shopping experience significantly influences customer satisfaction and loyalty (Saputra et al., 2024) . Furthermore, *brand image* is a strategic element in building consumer trust and emotional attachment to a brand (Gazi et al., 2024) . A strong brand image enhances perceived quality and strengthens the psychological bond between consumers and the company (Cuong & Khoi, 2019) .

In the context of multichannel-based children's fashion MSMEs like Kaylaa_ *Kids* in Payakumbuh City, strengthening brand image presents both a challenge and an opportunity to differentiate in an increasingly competitive market. Although the relationship between product quality, shopping experience, and brand image with loyalty has been extensively researched, research shows that these influences are often indirect (Setiawan et al., 2021) . *Customer satisfaction* has been shown to act as a mediating variable that bridges the relationship between these variables (Chotisarn & Phuthong, 2025) . Based on Expectancy Disconfirmation Theory, satisfaction arises from the evaluation of initial expectations and the actual performance of a product or service (Oliver, 1980). If performance exceeds

expectations, satisfaction will be created, which strengthens loyalty (Suhartanto et al., 2020) . Thus, satisfaction is not only the result of rational evaluation but also a reflection of consumers' emotional experiences in digital interactions (Bryan et al., 2021) .

In the empirical context of this research, the phenomenon observed among Kaylaa_ *Kids consumers* indicates that increased transactions have not been fully accompanied by stable repeat purchases. Variations in perceptions of product suitability, suboptimal cross-platform experiences, and the ongoing development of brand image indicate a gap between consumer expectations and actual experiences. This raises fundamental questions about how these three variables influence customer loyalty through satisfaction as a mediator.

Based on the description, the research problem is formulated as follows: (1) does *product quality* influence *customer satisfaction* and *customer loyalty* ? (2) does *online shopping experience* influence *customer satisfaction* and *customer loyalty* ? (3) does *brand image* influence *customer satisfaction* and *customer loyalty* ? and (4) does *customer satisfaction* mediate the relationship between these three variables and *customer loyalty* ?

In line with the problem formulation, the purpose of this study is to analyze the direct and indirect effects *of Product quality* , *Online shopping experience* , and *Brand image* on *Customer loyalty* through *Customer satisfaction as a mediating variable on Kaylaa_ Kids* consumers in Payakumbuh City. This study tests the hypothesis using a quantitative approach with an explanatory research design and Structural Equation Modeling–Partial Least Square (SEM-PLS) analysis. Theoretically, this study enriches the digital marketing literature by integrating *Brand image* into a satisfaction-mediated loyalty model in the context of multichannel fashion MSMEs (Putri & Yasa, 2022) . Practically, the findings of this study provide strategic implications for business actors in improving product quality, optimizing digital experiences, and strengthening brand image to build long-term loyalty. Therefore, clear problem identification and systematic formulation of research objectives are crucial foundations for this study to have a directed theoretical and practical contribution in the development of contemporary digital marketing strategies (Wan Nawang et al., 2024) .

B.   RESEARCH METHOD

This study uses a quantitative approach with a causality design to analyze the effect of *Product quality* , *Online shopping experience* , and *Brand image* on *Customer loyalty* with *Customer satisfaction* as a mediating variable. The empirical model was tested using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) because it is able to estimate

simultaneous relationships between latent variables and test mediation effects in one structural model. The study was conducted in Payakumbuh City in October 2025 with a population of Kaylaa_ *Kids consumers* who had made purchases more than twice in the last six months. The sample was determined through a purposive sampling technique with a total of 100 respondents. Data were collected using a five-point Likert scale structured questionnaire. The validity and reliability of the instrument were evaluated through outer model testing using loading factors, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. Furthermore, the structural model was tested through path coefficients and bootstrapping procedures to obtain t-statistics and p-values in testing direct and indirect effects. All analyses were performed using SmartPLS 4.0.

C.   RESULT AND DISCUSSION

   a. Outer model test

      1) Validity test

         a) convergent validity

According to Hair 2019, the convergent validity criteria are Average Variance Extract (AVE) > 0.5 and *outer loading* > 0.7. The following are the results of the convergent validity instrument test processing seen from *the Average Variance Extract* (AVE) and *outer loading outputs* , which can be seen in the following table:

Table 1. Output *outer loading*

variables	Product Quality (X1)	Online Shopping Experience (X2)	Brand image (X3)	Customer Loyalty (Y)	Customer Satisfaction (Z)
Product quality 1	0.836				
Product quality 2	0.867				
Product quality 3	0.859				
Product quality 4	0.768				
Product quality 5	0.887				
Product quality 6	0.802				
Product quality 7	0.857				
Product quality 8	0.809				
Product quality 9	0.853				
Product quality 10	0.858				
Online shopping experience 1		0.758			
Online shopping experience 2		0.807			
Online shopping experience 3		0.788			
Online shopping		0.778			

experience 4				
Online shopping experience 5		0.895		
Online shopping experience 6		0.819		
Online shopping experience 7		0.786		
Online shopping experience 8		0.801		
Online shopping experience 9		0.749		
Online shopping experience 10		0.872		
Brang Image 1			0.854	
Brand image 2			0.817	
Brang Image 3			0.860	
Brand image 4			0.828	
Brang Image 5			0.865	
Brand image 6			0.846	
Customer Loyalty 1				0.874
Customer Loyalty 2				0.780
Customer Loyalty 3				0.810
Customer Loyalty 4				0.877
Customer Loyalty 5				0.824
Customer Loyalty 6				0.817
Customer Loyalty 7				0.832
Customer Loyalty 8				0.827
Customer Satisfaction 1					0.850
Customer Satisfaction 2					0.859
Customer Satisfaction 3					0.863
Customer Satisfaction 4					0.857
Customer Satisfaction 5					0.892
Customer Satisfaction 6					0.856
Customer Satisfaction 7					0.861
Customer Satisfaction 8					0.874
Customer Satisfaction 9					0.888
Customer Satisfaction 10					0.846

Source : Data Primary Which Processed, 2026

Based on the data processing results in Table 1 , the outer loading values for all variable indicators are greater than 0.7. Thus, the convergent validity of all indicators is considered valid. The following is a path diagram of all indicators:
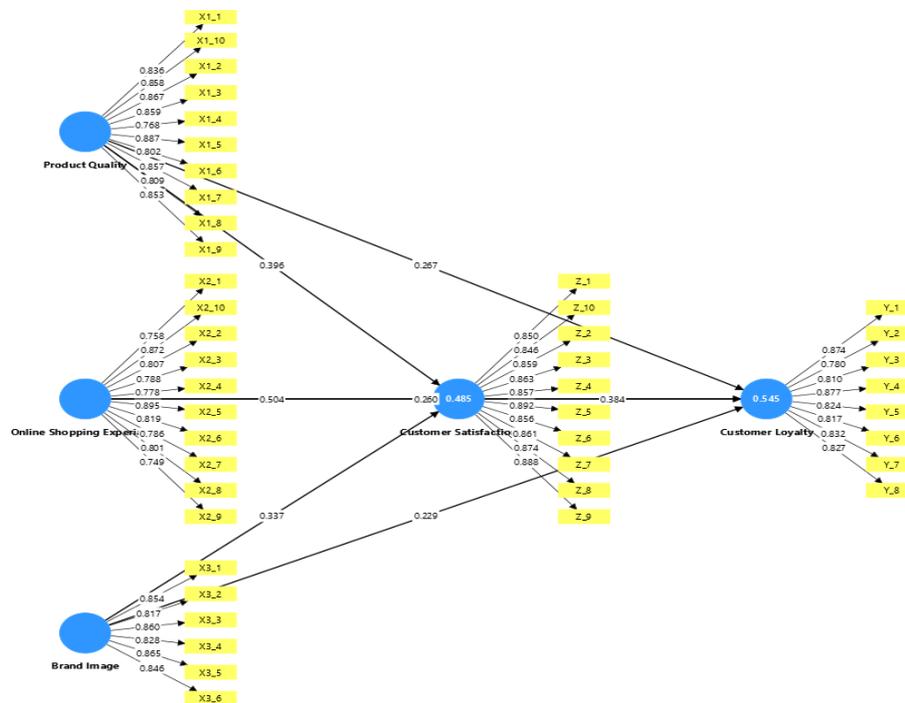

Figure 1. All Path Diagram Indicator

Another evaluation method is to compare the Average Variance Extracted (AVE) value of each construct with its correlation with other constructs in the model. If a construct has an AVE value greater than 0.50, it is considered valid.

Table 2. *Output Average Variance Extracted* (AVE)

Variables	Average variance extracted (AVE)
Product quality, (X $_1$)	0.706
online Shopping Experience (X $_2$)	0.650
Brand image (X $_3$)	0.714
Customer loyalty (Y)	0.690
Customer satisfaction (Z)	0.748

Source : Data Primary Which Processed, 2026

In Table 2, it can be seen that the AVE values for all variables have met the rule of thumb criteria, namely having an AVE value greater than 0.50 (>0.50).

b) Discriminant Validity

The results of the discriminant validity test are explained in this section. The discriminant validity test was conducted using cross-loading values. An indicator is considered to have discriminant validity if the cross-loading value for the variable it measures

is the highest compared to other variables. The cross-loading values for each indicator are as follows:

Table 3. *Cross Loading Value*

Variables	Product quality (X_1)	Online shopping experience (X_2)	Brand image (X_3)	Customer loyalty (Y)	Customer satisfaction (Z)
Product quality, 1	**0.836**	0.028	-0.027	0.397	0.388
Product quality, 2	**0.867**	0.056	-0.023	0.393	0.343
Product quality, 3	**0.859**	-0.019	-0.014	0.319	0.287
Product quality, 4	**0.768**	-0.013	-0.046	0.262	0.300
Product quality, 5	**0.887**	0.028	-0.097	0.399	0.392
Product quality, 6	**0.802**	0.022	0.003	0.339	0.313
Product quality, 7	**0.857**	0.081	-0.025	0.415	0.343
Product quality, 8	**0.809**	-0.104	0.015	0.223	0.247
Product quality, 9	**0.853**	-0.017	-0.052	0.296	0.274
Product quality, 10	**0.858**	0.106	-0.100	0.360	0.372
Online shopping experience_1	0.023	**0.758**	-0.213	0.315	0.357
Online shopping experience_2	0.049	**0.807**	-0.134	0.314	0.311
Online shopping experience_3	0.139	**0.788**	-0.040	0.338	0.357
Online shopping experience_4	-0.034	**0.778**	0.014	0.384	0.433
Online shopping experience_5	-0.033	**0.895**	-0.107	0.359	0.424
Online shopping experience_6	0.006	**0.819**	-0.094	0.312	0.427
Online shopping experience_7	0.091	**0.786**	-0.076	0.359	0.304
Online shopping experience_8	-0.045	**0.801**	-0.076	0.391	0.455
Online shopping experience_9	0.063	**0.749**	-0.078	0.224	0.338
Online shopping experience_10	0.021	**0.872**	-0.136	0.387	0.395
Brand image1	0.009	-0.106	**0.854**	0.327	0.305
Brand image2	0.024	-0.243	**0.817**	0.181	0.147
Brand image3	-0.064	-0.025	**0.860**	0.216	0.237
Brand image4	-0.087	-0.058	**0.828**	0.228	0.179
Brand image5	-0.058	-0.043	**0.865**	0.222	0.230
Brand image6	-0.072	-0.141	**0.846**	0.235	0.169
Customer loyalty_1	0.360	0.376	0.236	**0.874**	0.573
Customer loyalty_2	0.259	0.337	0.243	**0.780**	0.546
Customer loyalty_3	0.408	0.341	0.180	**0.810**	0.570
Customer loyalty_4	0.383	0.276	0.257	**0.877**	0.570
Customer loyalty _5	0.316	0.382	0.192	**0.824**	0.564
Customer loyalty_6	0.427	0.380	0.219	**0.817**	0.558
Customer loyalty_7	0.322	0.354	0.275	**0.832**	0.542

Customer loyalty_8	0.271	0.372	0.311	**0.827**	0.549
Customer satisfaction 1	0.215	0.437	0.309	0.584	**0.850**
Customer satisfaction 2	0.401	0.471	0.188	0.549	**0.859**
Customer satisfaction 3	0.356	0.339	0.194	0.609	**0.863**
Customer satisfaction 4	0.399	0.424	0.269	0.570	**0.857**
Customer satisfaction 5	0.367	0.445	0.225	0.658	**0.892**
Customer satisfaction 6	0.365	0.358	0.257	0.604	**0.856**
Customer satisfaction 7	0.293	0.478	0.161	0.511	**0.861**
Customer satisfaction 8	0.374	0.429	0.227	0.632	**0.874**
Customer satisfaction 9	0.342	0.410	0.203	0.558	**0.888**
Customer satisfaction 10	0.283	0.323	0.221	0.524	**0.846**

Source : Data Primary Which Processed, 2026

Table 3 shows that each indicator in the research variable has the highest cross-loading value on the variable it measures compared to the cross-loading values on other variables.

2) Reliability Test

In PLS, reliability testing can be performed using two measures: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures the construct's minimum reliability, while Composite Reliability indicates the actual reliability value of a construct. In general, the recommended alpha or composite reliability value is > 0.70, although a value of 0.60 is still acceptable (Hair et al. 2017). The Cronbach's Alpha and Composite Reliability values are as follows:

Table 4. *Cronbach Alpha* and *Composite Reliability*

Variables	Cronbach's alpha	Composite reliability (rho_c)	Information
Product quality, (X $_1$)	0.954	0.960	*Reliable*
Online Shopping Experience (X2)	0.940	0.949	*Reliable*
Brand image (X $_3$)	0.921	0.937	*Reliable*
Customer loyalty (Y)	0.936	0.947	*Reliable*
Customer satisfaction (Z)	0.962	0.967	*Reliable*

Source : Data Primary Which Processed, 2026

Based on Table 4, it can be seen that the Cronbach's Alpha and Composite Reliability values for each construct have exceeded 0.70 so that all constructs are declared reliable.

b. Structural Model Measurement

1) R Square (R2)

The following is a table of *R-square values* from this study:

Table 5. R-Square

variables	R-square	*R-square* adjusted
Customer loyalty (Y)	0.545	0.526
Customer satisfaction (Z)	0.485	0.469

Source : Data Primary Which Processed, 2026

The coefficient of determination value shows that *Customer loyalty* has an R^2 of 0.545 (Adjusted R^2 = 0.526), which means that 54.5% of the loyalty variance is explained by *Product quality* , *Online shopping experience* , Brand Trust, and *Customer satisfaction* as mediators, while 45.5% is influenced by other factors outside the model. Meanwhile, *Customer satisfaction* has an R^2 of 0.485 (Adjusted R^2 = 0.469), which indicates that 48.5% of the variance is explained by *Product quality* , *Online shopping experience* , and Brand Trust, with the remaining 51.5% coming from other variables outside the study. Based on the model evaluation criteria, both R^2 values are in the moderate category, so the model has adequate explanatory power in explaining variations in *Customer satisfaction* and *Customer loyalty* .

   2) Hypothesis Testing

Hypothesis testing is conducted by examining the level of significance and path coefficient values between latent variables. A relationship is considered significant if it has a p-value of less than 0.05 or a t-statistic of greater than 1.96.

Table 6. *Path Coefficient* of Influence Direct

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
Product quality -> Customer loyalty	0.267	0.271	0.081	3,292	0.001	**Accepted**
Product quality -> Customer satisfaction	0.396	0.398	0.067	5,899	0,000	**Accepted**
Online shopping experience -> Customer loyalty	0.260	0.267	0.088	2,957	0.003	**Accepted**
Online shopping experience -> Customer satisfaction	0.504	0.505	0.065	7,762	0,000	**Accepted**
Brand image -> Customer loyalty	0.229	0.234	0.067	3,403	0.001	**Accepted**
Brand image -> Customer satisfaction	0.337	0.337	0.079	4,284	0,000	**Accepted**
Customer satisfaction -> Customer loyalty	0.384	0.371	0.092	4,174	0,000	**Accepted**

Source : Data Primary Which Processed, 2026

All direct influence hypotheses in the research model were stated to be supported (p < 0.05; t > 1.96). *Product quality* , *online shopping experience* , and *brand image* were proven to

have a significant influence on *customer satisfaction* and *customer loyalty* . In addition, *customer satisfaction* also showed a positive and significant influence on *customer loyalty* , which confirms its role as a major determinant in the formation of customer loyalty. Overall, the structural model confirms that all proposed constructs have a significant direct relationship in accordance with the research conceptual framework.

Table 7. *Path Coefficient* of Influence No Indirect *Effect*

Variables	Original sample (O)		Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
Product quality -> Customer satisfaction -> Brand image	0.152		0.147	0.043	3,517	0,000	**Accepted**
Online shopping experience -> Customer satisfaction -> Brand image	0.193		0.187	0.052	3,741	0,000	**Accepted**
x3_ -> Customer satisfaction -> Brand image	0.129		0.125	0.043	2,980	0.003	**Accepted**

Source : Data Primary Which Processed, 2026

The results of the mediation test show that all indirect effects through *customer satisfaction* are significant (p < 0.05; t > 1.96). *Customer satisfaction* is proven to mediate the relationship between *product quality* , *online shopping experience* , and *brand image* on *customer loyalty* . This finding indicates that these three variables not only directly influence loyalty, but also indirectly through increased customer satisfaction. Overall, *customer satisfaction* plays a significant mediator in strengthening the formation of customer loyalty.

DISCUSSION

1. The Influence *of Product Quality* on *Customer Satisfaction of Kaylaa_ Kids* Consumers in Payakumbuh City

    The results of the study indicate that *product quality* has a positive and significant effect on *customer satisfaction* among Kaylaa_ *Kids consumers* . This means that when consumers receive products with comfortable materials, neat stitching, appropriate sizes, and colors that do not differ from promotional photos, their level of satisfaction increases. In the context of Kaylaa_ *Kids* , which markets products online, the match between photos and actual products is an important element in shaping satisfaction. This finding is in line with Ambarita et al., (2023) , who found that product quality has a significant effect on retail customer satisfaction and loyalty. Saputra et al., (2024) , also showed that high quality perceptions increase positive post-purchase evaluations. Rua et al., (2020) , emphasized that product quality is a major determinant in building long-term relationships with customers. Thus, improving Kaylaa_ *Kids product quality standards* is a key strategy in maintaining customer satisfaction.

2. The Influence of *Online Shopping Experience* on *Customer Satisfaction of Kaylaa_ Kids* Consumers

The online shopping experience reflects the overall consumer experience when interacting with the Kaylaa_ *Kids digital sales system* , both through the marketplace and social media. The results of the study indicate that *the online shopping experience* has a positive and significant effect on *customer satisfaction . This means that ease of navigation, speed of admin response, clarity of product information, and accuracy of delivery are important factors in increasing Kaylaa_ Kids* customer satisfaction .

This finding is supported by research by Thi & Nguyen (2020) , who found that the online shopping experience for fashion products significantly influences satisfaction and repurchase intentions. Bryan et al. (2021) also concluded that an easy and secure transaction experience increases customers' positive evaluations of e-commerce services. Saputra et al. (2024) emphasized that a pleasant digital experience contributes significantly to marketplace customer satisfaction. Therefore, optimizing the online shopping experience is an important strategy for Kaylaa_ *Kids* to increase customer satisfaction.

3. The Influence *of Brand Image* on *Customer Satisfaction of Kaylaa_ Kids* Consumers

Brand image is the perception and associations embedded in consumers' minds about a brand. For Kaylaa_ *Kids* , the image of a trendy and trusted children's fashion brand shapes expectations before a purchase is made. Research shows that *brand image* has a positive and significant impact on *customer satisfaction* . This means that the more positive the image of Kaylaa_ *Kids* in the eyes of consumers, the higher the level of satisfaction after making a purchase.

This finding is in line with Gazi et al., (2024) , which shows that *brand image* has a significant effect on satisfaction and strengthens customer relationships with the brand. Lolemo & Pandya, (2025) , also found that a strong brand image increases perceived quality and customer satisfaction. Mehta, (2020) , explains that *brand image* forms initial expectations that influence post-purchase evaluations. In the context of Kaylaa_ *Kids* , strengthening brand identity and quality consistency will increase consumer satisfaction.

4. The Influence of *Product Quality* on *Customer Loyalty among Kaylaa_Kids* Consumers

The results of the study show that *product quality* has a positive and significant effect on *customer loyalty* among Kaylaa_ *Kids consumers* . Consumers who assess product quality as good tend to make repeat purchases and provide recommendations to others. Das Guru & Paulssen, (2020) , in a study that proved that product quality has a direct influence on

customer loyalty by increasing perceived value. Diputra & Yasa, (2021) , also found that consistent product quality increases long-term consumer commitment. Hakim et al., nd (2022), emphasized that product quality is a major factor in maintaining customer loyalty. This shows that consistent quality of Kaylaa_ *Kids* is a strategic factor in building loyalty.

5. The Influence of *Online Shopping Experience* on *Customer Loyalty of Kaylaa_ Kids* Consumers

Online shopping experience has a positive and significant impact on *customer loyalty* . Kaylaa_ *Kids consumers* who experience easy transactions and responsive service tend to shop again. Sofiani et al., (2022) , found that online shopping experience significantly influences loyalty through improved customer relationships. Abigail et al., (2024) , also stated that customer experience in online transactions significantly increases e-loyalty. Yang & Lee, (2022) , showed that a positive customer experience contributes to the loyalty of e-commerce application users. Thus, improving the quality of Kaylaa_ *Kids' digital interactions* will strengthen consumer loyalty.

6. The Influence *of Brand Image* on *Customer Loyalty of Kaylaa_ Kids* Consumers in Payakumbuh City

The results of the study show that *brand image* has a positive and significant effect on *customer loyalty* among Kaylaa_ *Kids consumers* . This means that the more positive consumers' perceptions of the reputation, credibility, and uniqueness of Kaylaa_ *Kids products* , the higher their commitment to repeat purchases and not switch to other brands. A good brand image provides a sense of trust and confidence in every purchasing decision.

This finding aligns with Millenia & Sukma (2022) , who found that *brand image* significantly influences consumer loyalty through the formation of positive brand perceptions. Franky & Syah (2023) also demonstrated that brand strength enhances loyalty through customer experience and trust. Suhan & Aprillia (2023) emphasized that a strong brand image creates emotional attachments that drive long-term loyalty. In the context of Kaylaa_ *Kids* , strengthening brand identity as a trendy and trusted children's fashion brand is a strategic factor in retaining customers amidst increasingly competitive competition.

7. The Influence *of Customer Satisfaction* on *Customer Loyalty of Kaylaa_ Kids* Consumers in Payakumbuh City

The results of the study show that *customer satisfaction* has a positive and significant effect on *customer loyalty* among Kaylaa_ *Kids consumers* . This means that the more satisfied consumers are with product quality, its conformity to expectations, and the service provided,

the higher their tendency to make repeat purchases and remain loyal to the brand. In the context of Kaylaa_ *Kids*, satisfaction is formed when the product received matches the description, is comfortable for children to use, and the transaction process runs smoothly. Consistent positive experiences encourage the formation of long-term commitment to the brand.

This finding aligns with Sainy & Joshi (2024) , who stated that customer satisfaction significantly influences loyalty through repeat purchases and long-term commitment. Alam (2025) also emphasized that satisfaction is a key determinant of loyalty, while Juharsah (2024) demonstrated that satisfaction strengthens long-term relationships between consumers and brands. Therefore, maintaining customer satisfaction is key for Kaylaa_ *Kids* in maintaining consumer loyalty.

8. The influence *of customer satisfaction* in mediating the relationship between *product quality* and *customer loyalty among Kaylaa_Kids* consumers

Based on the analysis results, *customer satisfaction* is proven to play a role as a mediating variable in the relationship between *product quality* and *customer loyalty among Kaylaa_ Kids* consumers . This finding indicates that product quality not only directly influences loyalty but also indirectly through the formation of customer satisfaction as a post-purchase evaluation mechanism. Suhartanto et al., (2020) , stated that the total effect of product quality on loyalty becomes stronger when mediated by customer satisfaction. In line with that, Saputra et al. (2024) found that high product quality increases satisfaction, which in turn encourages repeat purchases and positive recommendations.

These findings are consistent with *Expectancy Disconfirmation Theory* , which explains that satisfaction arises when product performance meets or exceeds expectations, and repeated satisfaction will develop into loyalty. In the context of Kaylaa_ *Kids* , product qualities such as material comfort, design suitability, and quality consistency shape consumer satisfaction, which then strengthens the commitment to repeat purchases. Thus, product quality will be more effective in building loyalty if it is consistently able to produce customer satisfaction.

9. The influence *of customer satisfaction* in mediating the relationship between *online shopping experience* and *customer loyalty among Kaylaa_ Kids* consumers

Based on the analysis results, *customer satisfaction* is proven to mediate the relationship between *online shopping experience* and *customer loyalty* among Kaylaa_ *Kids consumers* . This finding indicates that a positive online shopping experience does not directly result in loyalty,

but first forms customer satisfaction which then encourages long-term commitment. Alam (2025) stated that online shopping experiences that include ease of navigation, transaction speed, clarity of information, and payment security have a significant effect on satisfaction, which in turn strengthens loyalty.

Similarly, Saputra et al. (2024) found that satisfaction significantly mediates the influence of shopping experience on loyalty through increased repurchase intention. Pires & Perestrelo, (2025) also emphasized that satisfaction is a key mediator that transforms digital experiences into positive commitments and recommendations. In the context of Kaylaa_ *Kids* , an online children's fashion brand in Payakumbuh City, a shopping experience that fulfills promises, is responsive to complaints, is efficient, and is easily accessible will increase customer satisfaction. This satisfaction then strengthens loyalty in the form of repeat purchases and recommendations. Thus, managing a satisfaction-oriented online shopping experience is an important strategy in building sustainable consumer loyalty.

10. The influence *of customer satisfaction* in mediating the relationship between *brand image* and *customer loyalty* among Kaylaa_ *Kids consumers*

The analysis results show that *customer satisfaction* mediates the relationship between *brand image* and *customer loyalty* among Kaylaa_ *Kids consumers* . This finding indicates that a positive brand image does not directly generate loyalty, but first forms customer satisfaction as an evaluation of the consumption experience. Cuong & Khoi, (2019) , found that *brand image* has a positive and significant effect on *customer satisfaction* , and that satisfaction mediates its effect on *customer loyalty* . Putri & Yasa, (2022) , also emphasized that a strong brand image increases perceived quality, which in turn drives satisfaction and ultimately forms loyalty.

Furthermore, Thi and Nguyen (2020) stated that positive brand perceptions must be supported by satisfying actual experiences to generate long-term commitment. In the context of Kaylaa_ *Kids* , a children's fashion brand in Payakumbuh City, a superior, strong, and unique brand image shapes positive consumer expectations. When these expectations are supported by satisfying actual experiences in terms of both product quality and service, satisfaction is created, which encourages repeat purchases and positive recommendations. Thus, satisfaction serves as a connecting mechanism between brand perceptions and customer loyalty behavior.

D.   CONCLUSION

Based on the presentation of research results and discussion regarding the influence of *Product quality* , *Online shopping experience* , and *Brand image* on *Customer loyalty* through *Customer satisfaction as a mediating variable on Kaylaa_ Kids* consumers in Payakumbuh City, it shows that (1) *Product quality* has a positive and significant influence on *Customer satisfaction* . (2) *Online shopping experience* has a positive and significant influence on *Customer satisfaction* . (3) *Brand image* has a positive and significant influence on *Customer satisfaction* . (4) *Product quality* has a positive and significant influence on *Customer loyalty* . (5) *Online shopping experience* has a positive and significant influence on *Customer loyalty* . (6) *Brand image* has a positive and significant influence on *Customer loyalty* . (7) *Customer satisfaction* has a positive and significant influence on *Customer loyalty* . (8) *Product quality* has a positive and significant influence on *Customer loyalty* through *Customer satisfaction* as a mediating variable. (9) *Online shopping experience* has a positive and significant influence on *Customer loyalty* through *Customer satisfaction* as a mediating variable. (10) *Brand image* has a positive and significant influence on *Customer loyalty* through *Customer satisfaction* as a mediating variable.

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