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THE EFFECT OF PRICE PERCEPTION AND PRODUCT QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE: A STUDY ON SHELLCO HIJAB OFFICIAL MUSLIM FASHION CUSTOMERS

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ABSTRACT

The Islamic fashion industry in Indonesia has experienced rapid growth, driven by increasing religious awareness and the use of modest clothing as both a religious obligation and a lifestyle and identity statement among Muslim consumers. Within this increasingly competitive environment, businesses must create added value through fair pricing, superior product quality, and positive customer experiences in order to sustain customer loyalty. This study examines the influence of price perception and product quality on customer loyalty, with customer satisfaction as a mediating variable, among customers of Shellco Hijab Official. Data were collected through a questionnaire distributed to 100 customers who had previously made purchases, and were analyzed using path analysis with the Statistical Package for Social Science (SPSS) version 26. The results show that price perception and product quality, both simultaneously and partially, have a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty, while price perception also has a positive and significant direct effect on customer loyalty. In contrast, product quality has a negative and significant direct effect on customer loyalty. Sobel test results confirm that customer satisfaction significantly mediates the effect of both price perception and product quality on customer loyalty. These findings indicate that customer satisfaction plays a vital role in building sustainable customer loyalty, and Shellco Hijab Official is recommended to apply pricing strategies aligned with customer value perceptions while continuously improving product quality and shopping experience to strengthen satisfaction and loyalty.

Keywords: Price Perception; Product Quality; Customer Satisfaction; Customer Loyalty.

1. INTRODUCTION

The clothing industry, particularly the Islamic fashion segment, represents an important manufacturing sector that contributes significantly to the Indonesian economy. This sector continues to show favorable growth, driven by the increasing awareness among Muslim communities of wearing attire that conforms to Islamic principles (Octavia et al., 2023). Islamic apparel is no longer perceived solely as a religious obligation, but has evolved into a lifestyle choice and an identity marker for contemporary Muslim women, intensifying competitive dynamics among Islamic fashion brands in Indonesia. Data from Badan Pusat Statistik (2025) shows that the ready-to-wear industry in Indonesia experienced consistent growth between 2020 and 2024, reflecting the expanding market opportunity for Muslim fashion brands such as Shellco Hijab Official.

Within this increasingly competitive landscape, businesses must create added value by establishing fair pricing, delivering superior product quality, and cultivating positive customer experiences in order to sustain customer loyalty (Anggraeni et al., 2024). Customer perceptions of price play a critical role in shaping purchase decisions, as buyers evaluate price reasonableness by weighing the costs against the perceived benefits and quality received (Madeleine & Oktavia, 2024). When prices are perceived as reasonable relative to quality, purchase intentions and repeat purchases tend to increase, whereas prices perceived as mismatched with quality may diminish purchase interest.

Beyond pricing, product quality also plays a strategic role in

shaping customer loyalty. In the context of Islamic fashion, product quality encompasses physical attributes such as fabric, durability, and stitching precision, as well as functional and symbolic dimensions including comfort, design aesthetics, and conformity with Islamic dress codes (Unmehopa & Jemadi, 2023). Inconsistent product quality may lead customers to switch to alternative brands perceived as better able to meet their expectations.

Nevertheless, perceptions of price and product quality alone are not sufficient to determine customer loyalty. A growing body of research suggests that customer satisfaction acts as a significant mediating variable in this relationship. Satisfied customers tend to develop strong emotional connections with brands, engage in repeat purchases, and provide positive recommendations to others (Utomo et al., 2024). Because Islamic fashion products are closely tied to customers' social and religious identities, satisfaction in this context extends beyond functional utility to encompass emotional, social, and spiritual dimensions of value.

Although numerous studies have examined customer loyalty, relatively few have specifically investigated how price perception and product quality influence loyalty within Indonesia's Islamic fashion sector with satisfaction as a mediating construct. Most prior research has focused on conventional fashion or general retail contexts and has not adequately addressed the unique characteristics of Islamic fashion consumers, whose purchasing decisions are shaped by both economic and religious considerations.

Given this research gap, the present study aims to examine how price perception and product quality influence customer loyalty through the mediation of customer satisfaction among customers of Shellco Hijab Official. This study is expected to contribute to the development of marketing theory, particularly within the Islamic fashion domain, while also offering practical insights for practitioners seeking to design sustainable, loyalty-oriented marketing strategies.

Specifically, this study aims to examine: (1) the influence of price perception on customer satisfaction; (2) the influence of product quality on customer satisfaction; (3) the influence of price perception on customer loyalty; (4) the influence of product quality on customer loyalty; (5) the influence of customer satisfaction on customer loyalty; (6) the mediating role of customer satisfaction in the relationship between price perception and customer loyalty; and (7) the mediating role of customer satisfaction in the relationship between product quality and customer loyalty, all within the context of Shellco Hijab Official's Muslim fashion customers.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Price Perception

Price perception relates to how individuals select, organize, and interpret information to form a coherent assessment of value (Septiani, 2020). It reflects the consumer's tendency to use price as an indicator of product value. When balanced against the quality of products and services received, price becomes a key competitive determinant. Appropriate pricing strategies can encourage repeat purchasing behavior, whereas dissatisfaction with pricing may drive customers toward competing brands (Soetiyono & Alexander, 2025). Price perception encompasses several dimensions, including affordability, the price-quality relationship, competitiveness of price compared to alternatives, and the overall benefit-cost ratio perceived by customers (Madeleine & Oktavia, 2024).

2.2. Product Quality

Kotler and Keller (2016) define product quality as a product's capacity to perform its intended functions, encompassing durability, reliability, and precision as overall product characteristics. Organizations are encouraged to continuously improve product or service quality, since such improvements can enhance customer satisfaction and encourage repeat purchases. Tjiptono (2015) further identifies eight dimensions of product quality: performance, additional features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality.

2.3. Customer Satisfaction

Kotler and Keller (2016) describe customer satisfaction as an individual's positive or negative feelings resulting from a comparison between expectations and actual performance. When performance falls short of expectations, the result is dissatisfaction, whereas performance that meets or exceeds expectations produces satisfaction. According to Alam et al. (2011), customer satisfaction can be measured through several dimensions, including functional satisfaction (relating to product quality, price, and service), emotional satisfaction (feelings of pride and confidence), social satisfaction (acceptance within a community), spiritual satisfaction (conformity with Islamic values), and aesthetic satisfaction (beauty and fashion trends).

2.4 Customer Loyalty

Customer loyalty is a critical aspect of business sustainability, particularly in highly competitive markets. Griffin (2021) defines customer loyalty as a commitment to consistently repurchase a product or service in the future, despite situational influences and marketing efforts that could potentially induce switching behavior. McMullan and Gilmore (2008) developed a customer loyalty measurement scale comprising four dimensions: cognitive loyalty (belief that the brand is the best choice), affective loyalty (positive feelings toward the brand), conative loyalty (intention to repurchase), and behavioral loyalty (repeat purchasing actions).

2.5 Relationship Among Variables and Hypothesis Development

2.5.1 The Influence of Price Perception on Customer Satisfaction

A fair and appropriate price can increase customer satisfaction because customers feel they receive value commensurate with what they pay (Kotler & Keller, 2016). When customers perceive a price as competitive and proportional to the benefits received, satisfaction tends to increase (Madeleine & Oktavia, 2024). Based on this reasoning, the following hypothesis is proposed:

H1: Price perception has a positive and significant effect on customer satisfaction.

2.5.2 The Influence of Product Quality on Customer Satisfaction

Good product quality enables a product to provide optimal benefits to customers, which in turn enhances satisfaction (Tjiptono, 2015). Improvements in material quality, design, and overall product performance contribute positively to the level of satisfaction perceived by customers (Khotijah et al., 2023; Pradiani et al., 2023). Based on this reasoning, the following hypothesis is proposed:

H2: Product quality has a positive and significant effect on customer satisfaction.

2.5.3 The Influence of Price Perception on Customer Loyalty

Positive price perception plays an important role in shaping loyalty, since customers who perceive the price as commensurate with the benefits received are more likely to maintain their preference for the same brand (Arifin et al., 2022; Setiawan, 2021). Based on this reasoning, the following hypothesis is proposed:

H3: Price perception has a positive and significant effect on customer loyalty.

2.5.4 The Influence of Product Quality on Customer Loyalty

While product quality is generally expected to enhance loyalty, increasing customer expectations that are not balanced by other factors such as pricing or service experience may cause customers to become more critical and explore alternative brands (Astianita & Lusia, 2022). Based on this reasoning, the following hypothesis is proposed:

H4: Product quality has a significant effect on customer loyalty.

2.5.5 The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is widely recognized as a key determinant of long-term loyalty. Satisfied customers are more likely to make repeat purchases and provide positive recommendations (Dwinanda Putra & Nurcaya, 2022; Wang et al., 2021; Li & Petrick, 2020). Based on this reasoning, the following hypothesis is proposed:

H5: Customer satisfaction has a positive and significant effect on customer loyalty.

2.5.6 The Mediating Role of Customer Satisfaction Between Price Perception and Customer Loyalty

Customer satisfaction is theorized to act as an intervening mechanism through which favorable price perceptions translate into stronger customer loyalty (Tarigan et al., 2021; Ariesetyadi & Nurcaya, 2022). Based on this reasoning, the following hypothesis is proposed:

H6: Customer satisfaction mediates the effect of price perception on customer loyalty

2.5.7 The Mediating Role of Customer Satisfaction Between Product Quality and Customer Loyalty

Customer satisfaction is also theorized to mediate the relationship between product quality and customer loyalty, such that improvements in product quality enhance loyalty primarily through their effect on satisfaction levels (Khotijah et al., 2023; Lay & Marvianta, 2022). Based on this reasoning, the following hypothesis is proposed:

H7: Customer satisfaction mediates the effect of product quality on customer loyalty

3 RESEARCH METHODOLOGY

3.1 Research Design

This study employs an explanatory research approach, which aims to elucidate the relationships among variables and to verify the proposed research hypotheses. A correlational framework is used to examine associations between price perception, product quality, customer satisfaction, and customer loyalty, and to determine how these variables affect one another within the context of Shellco Hijab Official's Muslim fashion customers.

3.2 Population and Sample

The population of this study consists of customers of Shellco Hijab Official who have previously made purchases. A sample of 100 respondents was selected for this study. Direct observation of the research object was employed to acquire primary data through a structured questionnaire.

3.3 Data Collection

Data were collected using a questionnaire comprising both open-ended and closed-ended questions, distributed to respondents who had previously made purchases from Shellco Hijab Official (Sugiyono, 2018). A questionnaire is considered an effective data collection method when the researcher is certain of the variables to be measured and is able to anticipate the range of possible responses.

3.4 Data Sources

The data source used in this study is primary data obtained directly from respondents through the distributed questionnaire (Sugiyono, 2018)..

3.5 Data Analysis

Data analysis in this study was conducted descriptively to provide an overview of the research object, respondent characteristics, and data characteristics. Quantitative analysis was performed using path analysis with the assistance of the Statistical Package for Social Science (SPSS) version 26. Path analysis was employed to test the direct effects of price perception and product quality on customer satisfaction (Equation I) and on customer loyalty (Equation II), as well as the mediating role of customer satisfaction. The Sobel test was used to examine the significance of the mediation effects.

4 RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The characteristics of the 100 respondents are presented based on gender, age, and subscription period with Shellco Hijab Official, as shown in Table 1:

Table 1: Distribution of Respondent Characteristics

Category	Number of People	Percentage (%)
Gender		
Male	15	15%
Female	85	85%
Total	**100**	**100%**
Age		
18 - 25 Years	18	18%
25 - 30 Years	13	13%
30 - 35 Years	16	16%
35 - 40 Years	14	14%
40 - 45 Years	16	16%
> 45 Years	23	23%
Total	**100**	**100%**
Subscription Period		
< 6 Months	11	11%
6 Months - 1 Year	10	10%
1 - 2 Years	16	16%
2 - 3 Years	11	11%
3 - 4 Years	18	18%
> 4 Years	34	34%
Total	**100**	**100%**

Source: Data Processing Results, 2026

Table 1 shows that the majority of respondents were female (85%), which is consistent with the characteristics of hijab products, where women represent the primary target segment of Shellco Hijab Official. In terms of age, respondents were distributed across various age groups, with the largest proportion (23%) being over 45 years old, indicating relatively stable purchasing power and loyalty. In addition, the majority of respondents (34%) had been customers for more than four years, followed by those with subscription periods of three to four years (18%) and one to two years (16%), reflecting a generally high level of customer loyalty toward Shellco Hijab Official.

4.2 Validity and Reliability Test

Instrument testing consisted of validity and reliability tests for each research variable.

Table 2. Validity Test of Variable Indicators (KMO > 0.5; Loading Factor > 0.4)

Variable	KMO	Condition	Indicator	*Loading Factor*	Condition	Criteria
Price Perception (X_1)	0,729	> 0,5	X1.1	0.576	0,4	Valid
			X1.2	0.891	0,4	Valid
			X1.3	0.645	0,4	Valid
			X1.4	0.723	0,4	Valid
			X1.5	0.749	0,4	Valid
			X1.6	0.824	0,4	Valid
Product Quality (X_2)	0,852	> 0,5	X2.1	0.901	0,4	Valid
			X2.2	0.833	0,4	Valid
			X2.3	0.901	0,4	Valid
			X2.4	0.905	0,4	Valid
			X2.5	0.901	0,4	Valid
			X2.6	0.863	0,4	Valid
			X2.7	0.923	0,4	Valid
Satisfaction (Y_1)	0.734	> 0,5	Y1.1	0.796	0,4	Valid
			Y1.2	0.791	0,4	Valid
			Y1.3	0.795	0,4	Valid
			Y1.4	0.742	0,4	Valid
			Y1.5	0.835	0,4	Valid
Customer Loyalty (Y_2)	0.768	> 0,5	Y2.1	0.676	0,4	Valid
			Y2.2	0.672	0,4	Valid
			Y2.3	0.877	0,4	Valid
			Y2.4	0.911	0,4	Valid
			Y2.5	0.808	0,4	Valid
			Y2.6	0.854	0,4	Valid

Table 2 shows that all four research variables, price perception, product quality, customer satisfaction, and customer loyalty, obtained Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) values above 0.50, satisfying the requirements for factor analysis. Furthermore, all indicators for each variable produced loading factor values above 0.4, indicating that each indicator is valid and suitable for use in subsequent analysis.

Table 3. Reliability Test of Variable Indicators

No.	Variable	Cronbach's Alpha	Cut-off (0.60)	Note
1	Price Perception	0.824	0.60	Reliable
2	Product Quality	0.954	0.60	Reliable
3	Customer Satisfaction	0.831	0.60	Reliable
4	Customer Loyalty	0.884	0.60	Reliable

Table 3 shows that each variable obtained a Cronbach's Alpha value greater than the standardized threshold of 0.60, indicating that all variables in this study are reliable.

Source: Data Processing Results, 2026

4.3 Coefficient of Determination (Adjusted R^2)

Table 4. Results of the Coefficient of Determination Test (Adjusted R^2)

Equation Model	Adjusted R-Square
Model I: Y1 = a1 + b1X1 + b2X2 + e1	0.718
Model II: Y2 = a2 + b3X1 + b4X2 + b5Y1 + e2	0.715

Based on the F-test results presented in Table 4, a significance value of 0.000 (<0.05) was obtained for Equation I, indicating that price perception and product quality simultaneously have a significant effect on customer satisfaction. Equation II also obtained a significance value of 0.000 (<0.05), indicating that price perception, product quality, and customer satisfaction

simultaneously have a significant effect on customer loyalty. The Adjusted R-Square value of 0.718 for Equation I indicates that price perception and product quality are able to explain 71.8% of the variance in customer satisfaction, while the Adjusted R-Square value of 0.715 for Equation II indicates that price perception, product quality, and customer satisfaction are able to explain 71.5% of the variance in customer loyalty.

4.3 Coefficient of Determination (Adjusted R^2)

Table 5 t-Test Results for Hypothesis Testing

Hypothesized Path	Beta	Sig.	Result
Price perception -> Customer satisfaction (H1)	0.337	0.000	H1 accepted
Product quality -> Customer satisfaction (H2)	0.347	0.000	H2 accepted
Price perception -> Customer loyalty (H3)	0.753	0.000	H3 accepted
Product quality -> Customer loyalty (H4)	-0.275	0.016	H4 accepted
Customer satisfaction -> Customer loyalty (H5)	0.830	0.000	H5 accepted

Table 5 shows that price perception has a positive and significant effect on customer satisfaction, with a significance value of 0.000 (<0.05) and a beta coefficient of 0.337, indicating that the better customers' perceptions of price, the higher their level of satisfaction. Product quality also has a positive and significant effect on customer satisfaction, with a significance value of 0.000 (<0.05) and a beta coefficient of 0.347. Furthermore, price perception has a positive and significant effect on customer loyalty, with a significance value of 0.000 (<0.05) and a beta coefficient of 0.753, indicating that favorable price perception encourages stronger customer loyalty. In contrast, product quality has a negative and significant effect on customer loyalty, with a significance value of 0.016 (<0.05) and a beta coefficient of -0.275, indicating an inverse relationship between product quality and loyalty within this research model. Finally, customer satisfaction has a positive and significant effect on customer loyalty, with a significance value of 0.000 (<0.05) and a beta coefficient of 0.830, indicating that higher levels of satisfaction are associated with stronger customer loyalty. Based on these results, hypotheses H1 through H5 are accepted.

4.5 *Sobel Test (Mediation Analysis)*

The Sobel test was used to examine whether customer satisfaction mediates the effect of price perception and product quality on customer loyalty. The results indicate that the effect of price perception on customer loyalty, when mediated by customer satisfaction, is significant, with a Sobel test t-statistic (z) of 3.210, exceeding the critical t-table value of 1.96, and a p-value of 0.001 (<0.05). This confirms that customer satisfaction significantly mediates the effect of price perception on customer loyalty, supporting acceptance of H6.

Similarly, the results indicate that the effect of product quality on customer loyalty, when mediated by customer satisfaction, is also significant, with a Sobel test t-statistic (z) of 2.874, exceeding the critical t-table value of 1.96, and a p-value of 0.004 (<0.05). This confirms that customer satisfaction significantly mediates the effect of product quality on customer loyalty, even though the direct effect of product quality on loyalty is negative, supporting acceptance of H7.

4.6 *Discussion*

The Influence of Price Perception on Customer Satisfaction

Price perception reflects a customer's assessment of the fairness of the price paid relative to the benefits or quality of the product received. Kotler and Keller (2016) state that the perception of fair and appropriate prices can increase customer satisfaction, as customers feel they receive value commensurate with their payment. The results of this study show that price perception has a positive and significant effect on customer satisfaction, with a beta coefficient of 0.337 and a significance value of 0.000. This finding indicates that the better customers' perceptions of the prices charged by Shellco Hijab Official, the higher their level of satisfaction. This result is consistent with Hoo et al. (2026), who found that competitive price perception management directly affects customer satisfaction, and is supported by Ali et al. (2023) and Chen and Wang (2022), who emphasize that price fairness is a crucial factor in shaping customer satisfaction. Conversely, prices perceived as too high without corresponding added value have the potential to reduce customer satisfaction (Hidayat, 2021).

The Influence of Product Quality on Customer Satisfaction

Product quality reflects a product's ability to meet customer needs and expectations, including durability, design, comfort, and functional suitability. Tjiptono (2015) states that good product quality increases customer satisfaction because the product is able to provide optimal benefits. The results of this study show that product quality has a positive and significant effect on customer satisfaction, with a beta coefficient of 0.347 and a significance value of 0.000, indicating that the better the quality of the hijab products offered by Shellco Hijab Official, the higher the level of customer satisfaction. This finding is consistent with Khotijah et al. (2023), Wang et al. (2021), and Pradiani et al. (2023), who emphasize that material quality, design, and physical product superiority play an important role in shaping customer satisfaction. Sari

(2022) also found that comfortable and trendy hijab quality significantly increases satisfaction among Muslim fashion consumers.

The Influence of Price Perception on Customer Loyalty

Customer loyalty reflects a customer's commitment to repeat purchases and to maintaining a preference for the same brand. Positive price perception plays a crucial role in shaping loyalty, as customers perceive the price paid as commensurate with the benefits received. The results of this study show that price perception has a positive and significant effect on customer loyalty, with a beta coefficient of 0.753 and a significance value of 0.000, indicating that the better customers' perceptions of price, the higher their level of loyalty toward Shellco Hijab Official. This finding aligns with Arifin et al. (2022), who state that price is a strong predictor of loyalty in the creative industry, and is supported by Setiawan (2021) and Chen and Wang (2022), who emphasize that price stability and fairness can foster customer attachment to a brand.

The Influence of Product Quality on Customer Loyalty

The results of this study indicate that product quality has a negative and significant effect on customer loyalty, with a beta coefficient of -0.275 and a significance value of 0.016. This finding suggests that increasing product quality alone does not directly increase customer loyalty. This condition may be caused by rising customer expectations that are not balanced by other factors, such as price perception, product variety, and overall service experience, leading customers to become more critical and explore alternative brands (Astianita & Lusia, 2022). This finding differs from several previous studies that report a positive effect of product quality on loyalty, and suggests that within the dynamic Muslim fashion industry, product quality must be supported by overall customer satisfaction in order to translate into loyalty (Hafidz & Muslimah, 2023; Nguyen & Huynh, 2021; Kim & Lee, 2019).

The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is a key factor in building customer loyalty. The results of this study show that customer satisfaction has a positive and significant effect on customer loyalty, with a beta coefficient of 0.830 and a significance value of 0.000, indicating that higher levels of customer satisfaction are associated with stronger loyalty toward Shellco Hijab Official. This finding confirms the role of customer satisfaction as a major determinant of long-term loyalty and is consistent with Dwinanda Putra and Nurcaya (2022), Wang et al. (2021), and Li and Petrick (2020), who state that satisfaction drives repurchase intentions and sustains customer loyalty. This finding is further supported by Wahyuni (2022), who found that satisfied customers exhibit a lower tendency to switch to competing brands.

The Mediating Role of Customer Satisfaction Between Price Perception and Customer Loyalty

The Sobel test results demonstrate that customer satisfaction significantly mediates the effect of price perception on customer loyalty, with a t-statistic of 3.210 (>1.96) and a p-value of 0.001 (<0.05). This finding suggests that favorable price perceptions enhance customer satisfaction, which subsequently fosters customer loyalty toward Shellco Hijab Official. Customer satisfaction therefore plays a pivotal role in translating positive price perceptions into sustained customer loyalty. These findings align with Tarigan et al. (2021), Ariesetyadi and Nurcaya (2022), and Chen et al. (2020), who underscore customer satisfaction as a vital intervening variable in converting price-value perceptions into long-term customer loyalty.

The Mediating Role of Customer Satisfaction Between Product Quality and Customer Loyalty

The Sobel test results reveal that customer satisfaction significantly mediates the effect of product quality on customer loyalty, with a t-statistic of 2.874 (>1.96) and a p-value of 0.004 (<0.05). These results suggest that despite the direct negative impact of product quality on loyalty, improvements in product quality can still enhance customer loyalty toward Shellco Hijab Official when they are translated into higher customer satisfaction. Customer satisfaction therefore functions as a significant mediating variable connecting product quality with customer loyalty. These findings correspond with Khotijah et al. (2023), Lay and Marvianta (2022), and Wang et al. (2021), who highlight customer satisfaction as a powerful mediator in transforming product quality into customer loyalty.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the research findings and analysis, the following conclusions can be drawn: (1) price perception has a positive and significant effect on customer satisfaction at Shellco Hijab Official; (2) product quality has a positive and significant effect on customer satisfaction; (3) price perception has a positive and significant effect on customer loyalty; (4) product quality has a negative and significant direct effect on customer loyalty; (5) customer satisfaction has a positive and significant effect on customer loyalty and plays a vital role in reinforcing long-term customer relationships; (6) customer satisfaction significantly mediates the relationship between price perception and customer loyalty; and (7) customer satisfaction also significantly mediates the relationship between product quality and customer loyalty, demonstrating that product quality influences loyalty primarily through enhanced customer satisfaction.

5.1 Recommendations

Based on the findings of this study, several recommendations are proposed for Shellco Hijab Official. First, the company should adopt pricing strategies that align with customers' value perceptions, ensuring that prices are perceived as fair and proportional to the quality and benefits offered, given the strong positive effect of price perception on both satisfaction and loyalty. Second, although product quality positively affects satisfaction, its negative direct effect on loyalty suggests that product improvements must be accompanied by efforts to manage rising customer expectations, such as expanding product variety and enhancing overall service experience. Third, since customer

satisfaction plays a central mediating role in translating both price perception and product quality into customer loyalty, the company should prioritize initiatives that strengthen functional, emotional, social, spiritual, and aesthetic dimensions of satisfaction, including responsive customer service, consistent product quality, and marketing communications that reinforce the alignment between Islamic values and the brand experience. Strengthening the synergy between fair pricing, consistent product quality, and high customer satisfaction will support the development of sustainable, loyalty-focused marketing strategies for Shellco Hijab Official in the long term.

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