

BUILDING CUSTOMER LOYALTY FOR USERS OF KENCANA TRUSS LIGHT STEEL PRODUCTS IN BALI PROVINCE

I Putu Yoga Adi Pratama¹, Ida Bagus Raka Suardana²

^{1,2}Universitas Pendidikan Nasional - Bali

Email: aadipratama010203@gmail.com, ajikraka@undiknas.ac.id

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Abstract

Customer loyalty has become a critical factor in maintaining competitiveness within Indonesia's lightweight steel industry, particularly in regions experiencing rapid construction growth such as Bali Province. This study aims to analyze the influence of product quality, brand image, and trust on customer loyalty, with customer satisfaction serving as a mediating variable among users of Kencana Truss lightweight steel products in Bali. A quantitative research approach with a causal associative design was employed. Data were collected through questionnaires distributed to 240 respondents selected using purposive sampling, consisting of retail customers, contractors, and building material retailers who had used Kencana Truss products. The data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The findings reveal that product quality has a positive and significant effect on brand image, customer satisfaction, and trust. Furthermore, brand image and trust significantly enhance customer satisfaction, while customer satisfaction exerts a strong positive influence on customer loyalty. The mediation analysis also confirms that customer satisfaction significantly mediates the relationship between product quality and customer loyalty. These results indicate that maintaining consistent product quality not only strengthens brand image and customer trust but also enhances customer satisfaction, ultimately fostering long-term customer loyalty. The study contributes to relationship marketing literature by providing empirical evidence from the Indonesian lightweight steel industry and offers practical implications for manufacturers seeking to improve customer retention through quality management and customer satisfaction strategies.

Keywords: Product Quality, Brand Image, Trust, Customer Satisfaction, Customer Loyalty, SEM-PLS, Kencana Truss, Lightweight Steel Industry.

INTRODUCTION

The development of the construction industry in Indonesia over the past decade has shown significant changes, particularly in the use of building structural materials. The shift from wood to lightweight steel has occurred in various types of construction, including housing, villas, commercial buildings, public facilities, and the rapidly growing tourism projects in Indonesia. This shift in preference is inseparable from the public's need for more efficient, stronger, lighter, more durable construction materials, and greater stability against price and supply fluctuations. Various industry reports indicate that lightweight steel has superior characteristics such as high tensile strength, corrosion resistance, ease of installation, and efficient maintenance, making it a primary choice in modern construction.

Amidst the demands of modernization and the *green building trend*, lightweight steel is considered more environmentally friendly because it doesn't require wood as a raw material, thus contributing to reducing deforestation. Furthermore, advances in construction digitalization, such as the use of *Building Information Modeling* (BIM), are also encouraging the selection of materials that are more precise, lightweight, and easy to digitally model. This situation further emphasizes lightweight steel's position as a future material in the construction world. The advantages of lightweight steel have been proven through numerous studies. The use of lightweight steel can reduce roof structural loads by up to 79% on a 6-meter span and up to 77% on a 12-meter span. Cost-wise, lightweight steel can reduce total construction costs by around 27–29% compared to wooden frames (Darmawan, 2015). Other studies have also found that lightweight steel accelerates completion times, reduces the risk of weather damage, and is more resistant to termites than wood (Layang, 2017; Aldiansyah, 2025). Thus, technically and economically, lightweight

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steel is superior to conventional materials. The national light steel industry has also experienced significant growth. Light steel consumption in 2019 reached approximately 650,000 tons (Indonesian Steel Industry Association, 2020). However, the COVID-19 pandemic impacted the availability of imported raw materials, leading to price fluctuations and the emergence of products with varying quality standards on the market. This has led to increasingly fierce brand competition and pushed manufacturers to maintain consistent product quality to avoid losing customers.

Bali is one of the regions with high construction demand, given its status as a national and international tourism hub. Construction of hotels, restaurants, villas, guesthouses, and housing is growing rapidly every year. Construction activity contracted in 2020, but rebounded in 2022 as the tourism sector recovered. This growth in construction demonstrates Bali's significant market potential for lightweight steel products. However, data on lightweight steel sales by brand in Bali is not publicly documented. There are no official data sources that empirically map market share, customer preferences, or brand performance in Bali.

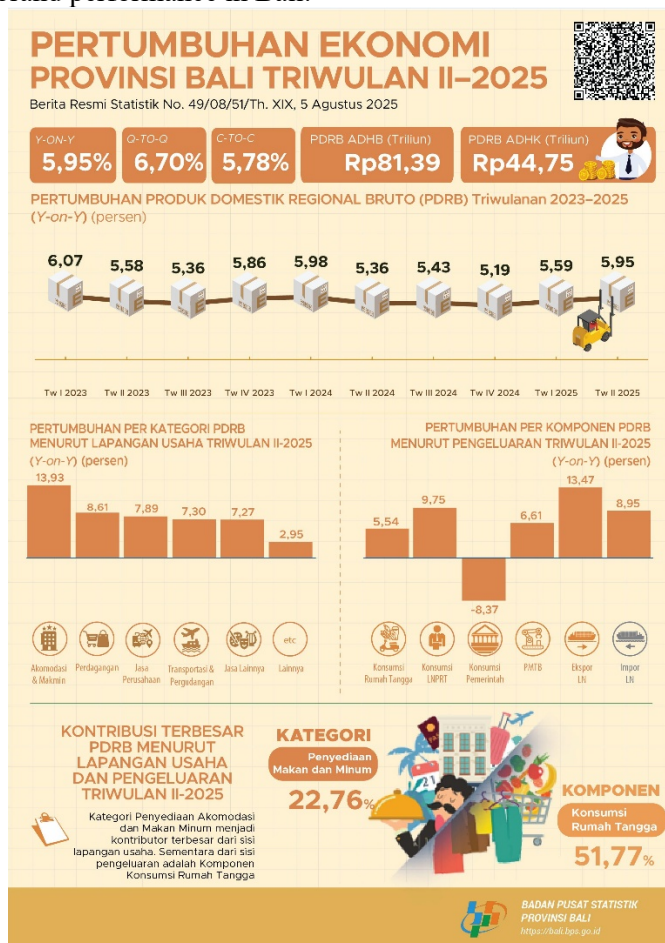


Figure 1.1
Bali Province's Economic Growth in the Second Quarter of 2025

Data from the Bali Provincial Statistics Agency (BPS) shows that Bali's economy is projected to grow by 5.82 percent in 2025. This growth is driven by increased activity in the tourism, accommodation, public consumption, and infrastructure development sectors. This situation has resulted in increased construction activity and the demand for modern building materials such as lightweight steel in Bali Province. The high construction activity of hotels, villas, restaurants, and housing has also intensified competition in the lightweight steel industry, requiring companies to maintain product quality and build customer loyalty.

The light steel distribution chain comprises several key actors, including manufacturers, distributors, hardware stores, contractors, developers, and end consumers. However, purchasing decisions are often more influenced by contractor recommendations than by direct consumer feedback. This creates a B2B2C relationship pattern, where brand selection is based not only on technical quality but also on profit margins, stock availability, and specific business relationships. Therefore, trust is a crucial factor in building customer loyalty in the light steel industry. Furthermore, consumers still face various issues, such as inconsistencies in material specifications, differences in quality between batches, variations in installation, price differences between brands, and a lack of information

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regarding warranties and quality standards. This phenomenon demonstrates that product quality and customer trust are crucial factors in building customer loyalty. Kencana Truss is a lightweight steel brand widely used in Bali through its network of distributors, building supply stores, and contractor recommendations. However, to date, there has been no empirical research specifically examining Kencana Truss customer loyalty in Bali, particularly regarding the influence of product quality, brand image, satisfaction, and trust on customer loyalty. This situation indicates a research gap that requires further investigation.

Marketing literature shows that customer loyalty is influenced by product quality, brand image, trust, and customer satisfaction (Kotler & Keller, 2016; Parasuraman *et al.*, 1988). Previous research also shows that product quality significantly influences customer satisfaction and trust, which in turn drives loyalty and repeat purchases (Komaludin & Cokki, 2023; Putri *et al.*, 2024; Astuti *et al.*, 2025). Furthermore, trust is a crucial factor in the construction industry because consumers face technical and financial risks if product quality is inconsistent (Taufik *et al.*, 2024; Urban, 2023). The use of lightweight steel is also relevant to the green building concept because it is considered more environmentally friendly than wood, has a long lifespan, and is recyclable (Wijaya & Kurniawan, 2019; Wijono & Efrata, 2023). Perceptions of environmentally friendly materials have the potential to strengthen brand image, trust, and customer loyalty.

Based on the phenomenon of competition in the light steel industry in Bali, there are still various problems related to product quality consistency, the influence of contractor recommendations in purchasing decisions, and less than optimal customer loyalty to certain light steel brands. In addition, the relationship between variables such as product quality, brand image, trust, satisfaction, and customer loyalty in the light steel industry still shows complexity due to the influence of distributors, contractors, and product quality variations in the field. On the other hand, previous studies still show limitations in the preparation of conceptual models and systematic literature synthesis, especially in the light steel industry in Bali. Therefore, this study was conducted to analyze the influence of product quality, brand image, and trust on customer loyalty through customer satisfaction among Kencana Truss users in Bali Province.

LITERATURE REVIEW

The influence of quality on brand image

Quality is considered a crucial factor in business management because it can influence consumer perceptions and assessments of a product or brand. The quality perceived by consumers shapes brand image through user experience, product attributes, benefits, and inherent characteristics. If a product's quality is perceived as good, the brand image formed in consumers' minds tends to be positive.

Various previous studies have shown a significant relationship between quality and brand image. In the marketing sector, product quality has been shown to increase positive consumer perceptions of a brand, thereby strengthening its image in the market (Ramadhani & Widodo, 2021). Other studies also indicate that product quality significantly influences brand image and consumer purchasing decisions (Hermawan & Harjatno, 2022). Furthermore, good quality can increase consumer trust in a brand, thereby strengthening its position in market competition (Rozi & Sari, 2022). Based on this description, the following research hypothesis can be formulated:

H1. Quality has a positive and significant effect on brand image.

The influence of quality on consumer satisfaction

When discussing consumer satisfaction with a product, it is essential to ensure that the product is of good quality. Quality is closely linked to consumer satisfaction because it reflects the product or service's ability to meet consumer needs and expectations. Quality is the overall characteristics of a product or service that provide value and satisfaction to customers (Kotler & Keller, 2021). Meanwhile, consumer satisfaction is the level of satisfaction a person feels after comparing a product's perceived performance with their expectations (Tjiptono & Chandra, 2022).

Consumer satisfaction is influenced by several variables, one of which is the perceived quality of a particular product. Various studies have shown that quality significantly influences consumer satisfaction. Research by Prasetyo and Marlina (2021) indicates that product quality has a positive and significant effect on consumer satisfaction. Furthermore, research by Putri and Santoso (2023) also found that the better the quality of the service and product provided, the higher the level of consumer satisfaction. Therefore, quality is a crucial factor in creating consumer satisfaction with a product or service. Based on this description, this study formulates the following hypothesis:

H2. Quality has a positive and significant effect on consumer satisfaction.

The influence of quality on trust

Consumer trust is a crucial factor in a company's success because it can influence long-term relationships between consumers and the company. Trust arises when consumers feel confident that the product or service provided can meet their needs and expectations. According to Kotler and Keller (2021), consumer trust is the customer's belief in a company's ability to provide value and fulfill its promises. Therefore, companies need to maintain product and service quality to maintain consumer trust.

Quality plays a crucial role in building consumer trust. A high-quality product or service will provide a positive experience for consumers, thereby increasing their trust in the company. Tjiptono and Chandra (2022) state that quality reflects a product or service's ability to consistently meet customer needs. When consumers experience good quality, they will have greater trust in the brand and the company providing the product or service.

Previous research has shown that quality has a positive and significant impact on consumer trust. Research by Putra and Wijaya (2021) found that product quality can increase consumer trust in a brand. Furthermore, research by Lestari and Pratama (2023) also showed that good service quality can strengthen customer trust in a company. Therefore, quality is a crucial factor in building and maintaining consumer trust. Based on this description, the following research hypothesis can be formulated:

H3. Quality has a positive and significant effect on trust.

The influence of brand image on customer satisfaction

Brand image is the perceptions, beliefs, and impressions consumers have of a brand based on their experiences and the information they receive. A positive brand image adds value to a company by increasing consumer confidence and comfort in using a product or service. According to Kotler and Keller (2021), brand image is a set of perceptions formed in consumers' minds about a brand. Therefore, companies need to build a positive brand image to increase consumer satisfaction.

Consumer satisfaction is the level of consumer feelings after comparing expectations with the performance of a product or service received (Tjiptono & Chandra, 2022). Consumers with positive perceptions of a brand tend to feel more satisfied because the brand is perceived as delivering quality, benefits, and experiences that meet their expectations. Thus, brand image is one factor influencing consumer satisfaction levels.

Previous research has shown that brand image has a positive and significant impact on consumer satisfaction. Research by Ramadhani and Putri (2021) found that a positive brand image can increase consumer satisfaction with the products they use. Furthermore, research by Saputri and Hidayat (2023) also showed that the more positive a company's brand image, the higher the level of consumer satisfaction. Thus, brand image is a crucial factor in creating and enhancing consumer satisfaction. Based on this description, the following research hypothesis can be formulated:

H4. Brand image has a positive and significant effect on consumer satisfaction.

The influence of trust on consumer satisfaction

Consumer trust is a crucial factor in creating customer satisfaction. Trust arises when consumers believe a product or service can deliver the benefits they expect. According to Kotler and Keller (2021), consumer trust is a customer's belief in a company or brand's ability to consistently deliver value. When consumers develop trust in a brand, they feel more comfortable and confident in using that product, which can increase customer satisfaction.

Customer satisfaction is the level of feeling a person feels after comparing their expectations with the performance of a product or service they receive (Tjiptono & Chandra, 2022). Consumers who trust a brand tend to have positive perceptions of the quality of the product and service provided. Furthermore, trust can reduce the perceived risk consumers face when making a purchase, thus fostering customer satisfaction.

Several previous studies have shown that trust has a positive and significant impact on customer satisfaction. Research by Pappas (2021) in the online shopping sector demonstrated that consumer trust can significantly increase customer satisfaction. Another study by Abdullah and Putri (2023) also found that customer trust is a crucial factor in increasing user satisfaction with technology-based products and services. Thus, trust is a crucial element in building customer satisfaction with a brand or company. Based on this description, the following research hypothesis can be formulated:

H5. Trust has a positive and significant effect on consumer satisfaction.

The influence of satisfaction on consumer loyalty

Consumer satisfaction is a crucial factor influencing consumer loyalty to a product or service. Satisfied consumers are more likely to make repeat purchases and provide positive recommendations to others. According to Tjiptono and Chandra (2022), consumer loyalty is a customer's commitment to consistently repurchase a product or

service in the future. Therefore, companies need to maintain high levels of customer satisfaction to continuously increase customer loyalty. Consumer loyalty is formed through positive experiences consumers experience after using a particular product or service. High levels of satisfaction foster long-term relationships between consumers and companies because consumers feel their needs and expectations have been met. Kotler and Keller (2021) state that satisfied consumers tend to have a stronger emotional connection to a brand, thus increasing their loyalty to the company.

Several previous studies have shown that satisfaction has a positive and significant impact on consumer loyalty. Research by Han and Hyun (2021) found that customer satisfaction can increase consumer loyalty in the tourism and service sectors. Furthermore, research by Clemes *et al.* (2022) also showed that customer loyalty is built through high levels of consumer satisfaction with the products and services received. Thus, consumer satisfaction is a crucial factor in fostering customer loyalty to a brand or company. Based on this description, the following research hypothesis can be formulated:

H6. Satisfaction has a positive and significant effect on consumer loyalty.

The influence of quality on loyalty through satisfaction

Product quality is a crucial factor that can influence customer loyalty through customer satisfaction as a mediating variable. Product quality reflects a product's ability to consistently meet consumer needs and expectations. According to Kotler and Keller (2021), product quality is the product's ability to perform its functions, including durability, reliability, accuracy, ease of use, and other attributes that provide value to customers. In high-risk industries such as construction and light steel products, product quality is a key aspect because it relates to the product's safety, strength, and long-term durability.

Good product quality will create a positive experience for customers, thereby increasing customer satisfaction. Tjiptono and Chandra (2022) state that customer satisfaction is a customer's evaluative response after comparing expectations with the product performance received. Customers who are satisfied with product quality are more likely to make repeat purchases, recommend the product to others, and build long-term relationships with the company. Thus, customer satisfaction acts as a link between product quality and customer loyalty.

Previous research has shown that customer satisfaction mediates the effect of product quality on customer loyalty. Research by Putri *et al.* (2021) found that product quality positively influences loyalty through customer satisfaction. Furthermore, research by Komaludin and Cokki (2023) shows that customers who are satisfied with product quality tend to have higher loyalty. Another study by Zainuddin *et al.* (2024) also proved that customer satisfaction significantly mediates the relationship between product quality and customer loyalty. In the context of light steel products and green buildings, customer loyalty is also influenced by perceptions of the long-term quality and environmental responsibility of the products used (Wijono & Efrata, 2023). Based on this description, the following research hypothesis can be formulated:

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

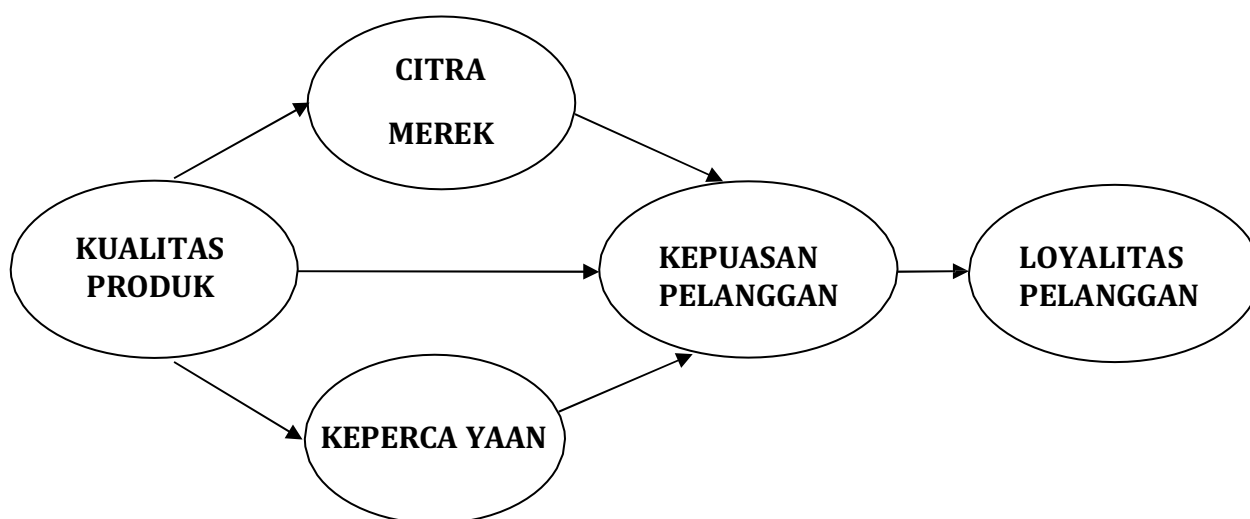


Figure 3.1. Research Framework

METHOD

This study uses a quantitative approach with a causal associative design, namely research that aims to test the cause-and-effect relationship between exogenous variables (product quality, brand image, trust), mediating variables (customer satisfaction), and endogenous variables (customer loyalty). The causal associative design is considered more appropriate than descriptive designs (which only describe phenomena) or comparative designs (which compare between groups), because the focus of the study is to analyze the determinants of customer loyalty based on the theoretical framework of relationship *marketing*. This research was conducted on Kencana Truss light steel product customers in Bali Province, with a focus on areas that are centers of distribution and consumption of light steel, namely: Denpasar City, Badung Regency, Gianyar Regency, Tabanan Regency, and Buleleng Regency. These areas were chosen because they cover the largest construction project areas in Bali and are the main markets for modern building materials, including light steel.

The selection of Bali as a research location was based on the following reasons: (1) Empirical relevance: Bali has a high demand for building construction (housing, villas, hotels) so that the use of light steel is increasing. (2) Strong brand distribution: Kencana Truss is listed as one of the brands that is actively marketed through official distributors and the largest building stores in Bali. (3) Availability of respondents: There are retail consumers, contractors, and building stores that use the product repeatedly. (4) Opportunity for generalization: The market structure of light steel in Bali is representative enough to draw conclusions about customer behavior in other regions.

Population is a generalization area consisting of objects and subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2021). The research population was all Kencana Truss customers in Bali Province, which included retail consumers (end users), building contractors, and building stores/resellers. This study used a *purposive sampling technique* because the population of Kencana Truss product users in Bali did not have a complete population list. According to Hair et al. (2022), the sample size in SEM-PLS can be determined through power analysis that considers the significance level ($\alpha = 0.05$), a *minimum statistical power* of 0.80, and the largest number of predictors leading to an endogenous construct. In this research model, the sample size of 240 respondents has exceeded the recommended minimum size, thus being considered adequate to produce stable parameter estimates and hypothesis testing with good statistical power. So the number of samples in this study is 240 respondents. Criteria Which used in choose respondents is as follows.

1. Have purchased or used Kencana Truss at least once in the last year.
2. Aged ≥ 18 years (eligible to provide assessment).
3. Willing to fill out the questionnaire in full.
4. Customers are direct users, contractors, or building stores (not company employees).

The type of data used in this study consists of quantitative data. And qualitative.

- 1) Quantitative data is a type of data that is expressed in numbers or in the form of numbers (Sugiyono, 2021). Quantitative data that What is needed is customer data from the Kencana Truss Light Steel Product brand in Bali Province who will answer the statements in the questionnaire later. processed become data quantitative with scale Likert.
- 2) The qualitative data in this study are respondents' opinions regarding statements covering the influence of product quality, brand image, and trust on customer satisfaction and customer loyalty of Kencana Truss Light Steel Products in Bali Province.

Source data Which used in study This is as following.

- 1) Data primary is data Which collected And processed Which used Forsupport study. Data primary on study This, that is results from distribution of customer questionnaire answers done by study And answer from respondents that fulfills from criteria own research.
- 2) Secondary data is data that refers to information collected from existing sources. Secondary data in this study was obtained from data such as customer satisfaction survey data for Kencana Truss customers and related empirical study data with research variables.

According to Rahyuda (2016), descriptive statistics are statistical calculations that describe both sample characteristics and the relationships between variables in the sample. Descriptive statistics summarize a series of sample observations by describing both sample characteristics and the relationships between variables in the sample (Rahyuda, 2016). The research instrument in this study was pre-tested to ensure that each indicator was able to measure the construct accurately and consistently. Validity and reliability testing were conducted using the *Partial Least Squares Structural Equation Modeling* (SEM-PLS) approach, which is suitable for models with many latent constructs and reflective indicators. Validity testing was carried out through two main stages, namely convergent

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validity and discriminant validity. Convergent validity was evaluated using the *outer loading value*, *Average Variance Extracted (AVE)*, and the *t-statistics value from bootstrapping results*. An indicator is declared valid if the outer loading value is ≥ 0.70 , $AVE \geq 0.50$, and the *t-statistics* value is significant at the 95% confidence level. Meanwhile, discriminant validity was analyzed using the Fornell–Larcker criteria and the Heterotrait–Monotrait Ratio (HTMT). A construct is said to have good discriminant validity if the square root of AVE is greater than the correlation between constructs, and the HTMT value is below the limit of 0.85–0.90. Inferential statistics is a statistical technique used to analyze sample data and apply the results to the population (Sugiyono, 2018:233). Inferential statistics are used to answer hypotheses. In this study, the inferential statistics used is *Structural Equation Modeling analysis* based on *Partial Least Square* (SEM-PLS). Data analysis was performed using SmartPLS software version 4.0. The SEM-PLS method was chosen because it is capable of analyzing complex models with many latent constructs and indicators, does not require a strict multivariate normal data distribution, and is suitable for research oriented towards prediction and theory development.

RESULTS AND DISCUSSION

Partial Least Square Analysis

Outer Model Reflective Indicator Evaluation Results

Convergent Validity Test

convergent validity test of the reflection indicator can be seen from the *Average Variance Extracted (AVE)* value which must be greater than 0.5. *Convergent validity* can be seen from the *Average Variance Extracted (AVE)* in Table 1.

Table 1 Convergent Validity AVE Test Results

Variables	Average Variance Extracted (AVE)
Product Quality (X ₁)	0.749
Brand Image (X ₂)	0.795
Trust (X ₃)	0.785
Customer Satisfaction (Y ₁)	0.773
Customer Loyalty (Y ₂)	0.752

Source : Primary data, processed 2026

Based on Table 1, it can be seen that all AVE values of *convergent validity* are greater than 0.5, so it can be stated that the data in the study are valid.

Discriminant Validity Test

Discriminant validity compares the *square root of Average Extracted (AVE)* value of each construct with the correlation between other constructs in the model. A good *discriminant validity value* is if the *measurement value* is greater than 0.50. Table 5.10 below shows that the square root value of the AVE is each (0.892; 0.886; 0.879; 0.866, 0.867) greater than the correlation of each construct, so it can be said that the model is valid when viewed from *discriminant validity*.

Table 2 Discriminant Validity Test Results

Variables	Product Quality (X ₁)	Brand Image (X ₂)	Trust (X ₃)	Customer Satisfaction (Y ₁)	Customer Loyalty (Y ₂)
Product Quality (X ₁)	0.892				
Brand Image (X ₂)	0.739	0.886			
Trust (X ₃)	0.776	0.861	0.879		
Customer Satisfaction (Y ₁)	0.724	0.785	0.838	0.866	
Customer Loyalty (Y ₂)	0.763	0.872	0.910	0.837	0.867

Source : Primary data, processed 2026

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Reliability *Cronbach's Alpha* and *Composite Reliability*

The reliability test of the variables in this study was measured using two criteria: *Cronbach's alpha* and *composite reliability* of the indicator blocks measuring the variables. A variable is considered reliable if the *Cronbach's alpha* and *composite reliability* values are above 0.70. Table 5.11 It can be seen that all *Cronbach's alpha* and *Composite reliability* values on each variable is greater than 0.70, so it can be stated that the data in the study is reliable .

Table 3 *Cronbach's alpha* Reliability Test Results And *Composite reliability*

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Product Quality (X ₁)	0.916	0.937
Brand Image (X ₂)	0.914	0.940
Trust (X ₃)	0.931	0.948
Customer Satisfaction (Y ₁)	0.927	0.945
Customer Loyalty (Y ₂)	0.918	0.938

Source : Primary data, processed 2026

Structural Model Evaluation (*Inner Model*)

Inner Model Evaluation aims to determine *the goodness of fit of the model* using the following methods:

R-squares (R²)

R-Square (R²) indicates the strength or weakness of the influence caused by variations in exogenous variables on endogenous variables. An *R-Square* (R²) value greater than 0.50 is categorized as a strong model. The *R-Square* (R²) value for each endogenous variable is presented in Table 4 as follows:

Table 4 *R-square* Test Results

Variables	<i>R Square</i>	<i>R Square Adjusted</i>
Customer Satisfaction (Y ₁)	0.825	0.823
Customer Loyalty (Y ₂)	0.828	0.827

Source : Primary data, processed 2026

Based on the table 4. The *R-squares* value is obtained for the customer satisfaction variable (Y₁) , of 0.825 , which indicates a strong influence . The *R-square* value for the customer loyalty variable (Y₂) of 0.828 which shows it has a strong influence.

a) *Q-Square*

Q-Square calculation can be seen as follows:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.825) (1 - 0.828)$$

$$Q^2 = 1 - (0.175) (0.172)$$

$$Q^2 = 1 - 0.0301$$

$$Q^2 = 0.969$$

Based on the calculation above, the *Q-Square* value obtained is 0.969, which is more than 0 and close to 1. Therefore, it can be concluded that the model has a *predictive relevance value* or the model can be said to have a relevant predictive value of 96.9 percent. This shows that the variation in the customer loyalty variable (Y₂) can be explained by variations in product quality (X₁), brand image (X₂), trust (X₃) and customer satisfaction (Y₁), while the remaining 2 percent is explained by other variables outside the model.

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Statistical testing of variable relationships (Path)

Table 5 shows the relationship between variables in this study.

Table 5 Path Coefficients (Mean, STDEV, T-Statistics, P-Values)

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Product Quality – Brand Image	0.724	0.720	0.042	17,383	0.000
Product Quality – Customer Satisfaction	0.349	0.346	0.074	4,749	0.000
Product Quality – Trust	0.785	0.782	0.037	21,047	0.000
Brand Image – Customer Satisfaction	0.197	0.196	0.056	3,524	0.000
Trust – Customer Satisfaction	0.441	0.445	0.080	5,496	0.000
Customer Satisfaction – Customer Loyalty	0.910	0.909	0.012	73,498	0.000

Source : Primary data, processed 2026

Based on Table 5, it shows that the relationship between the variables of product quality level and brand image, product quality and customer satisfaction, product quality and trust, brand image and customer satisfaction, trust and customer satisfaction and customer loyalty has a positive and significant effect by comparing the calculated t-value which is greater than the t-table, namely 1.65 and by comparing the *P-Values* which are smaller than alpha 0.05.

Indirect effect

The indirect effect aims to determine the significance of the indirect relationship between product quality variables and customer loyalty mediated by customer satisfaction variables .

Table 6 Indirect Effects (Mean, STDEV, T-Statistics, P-Values)

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
$X_1 \rightarrow Y_1 \rightarrow Y_2$	0.318	0.315	0.068	4,686	0.000

Source : Primary data, processed 2026

Table 6 shows that there is an indirect relationship between product quality and customer loyalty mediated by customer satisfaction with a t-value of 4.686 which is greater than the t-table of 1.65 with a *p-value* of 0.000 which is smaller than 0.05. This means that the customer satisfaction variable is able to mediate the effect of product quality on customer loyalty at Kencana Truss, Bali Province.

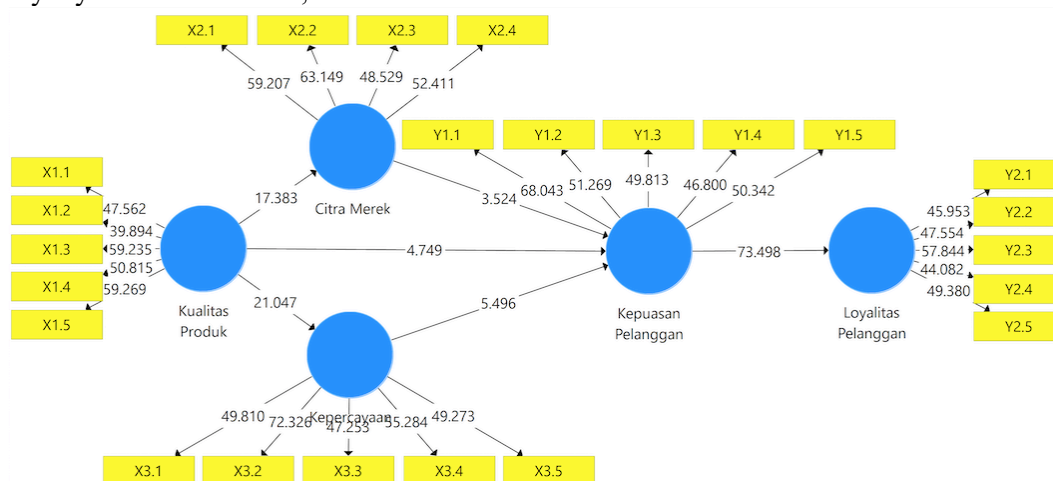


Figure 5.11
SEM-PLS Analysis Results Path Diagram

Hypothesis Testing

Hypothesis testing to answer the research objectives can be seen from the calculated t-value compared with the t-table value or the probability value compared with the real level used, namely 0.05 in Tables 5.13 and 5.14 for the indirect effect test.

(1) The calculation results show that product quality has a positive and significant effect on brand image as indicated

- by the t-count value of $17.383 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₁ that product quality has a positive and significant effect on the brand image of Kencana Truss in Bali Province.
- (2) The calculation results show that product quality has a positive and significant effect on customer satisfaction as indicated by the t-count value of $4.749 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₂ that product quality has a positive and significant effect on customer satisfaction at Kencana Truss in Bali Province.
 - (3) The calculation results show that product quality has a positive and significant effect on trust as indicated by the calculated t- value of $21.047 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₃ that product quality has a positive and significant effect on trust in Kencana Truss in Bali Province.
 - (4) The calculation results show that brand image has a positive and significant effect on customer satisfaction , as indicated by the calculated t- value of $3.524 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₄ that brand image has a positive and significant effect on customer satisfaction. Kencana Truss in Bali Province.
 - (5) The calculation results show that trust has a positive and significant effect on customer satisfaction , as indicated by the calculated t- value of $5.496 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₅ that trust has a positive and significant effect on customer satisfaction. Kencana Truss in Bali Province.
 - (6) The calculation results show that customer satisfaction has a positive and significant effect on customer loyalty , as indicated by the calculated t- value of $73.498 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this is in accordance with H₆ that customer satisfaction has a positive and significant effect on customer loyalty. Kencana Truss in Bali Province.
 - (7) The calculation results show that customer satisfaction is able to mediate the influence of product quality on customer loyalty as indicated by the calculated t- value of $4.686 > t\text{-table}$, namely 1.65 with a *p-value* of $0.000 < 0.05$, this means that customer satisfaction mediates the influence of product quality on customer loyalty.

Discussion

The influence of product quality on the brand image of Kencana Truss in Bali Province

The results of the hypothesis testing show that product quality has a positive and significant effect on the brand image of Kencana Truss in Bali Province, as indicated by the calculated t-value of 17.383, which is greater than the t- table of 1.65, and a significance value of 0.000, which is less than 0.05. This finding indicates that the higher the customer's perception of product quality, the more positive the brand image formed. In this study, product quality is perceived through quality consistency, material durability, specification accuracy, and the product's ability to meet user needs. These results indicate that product quality is the main factor that shapes consumer perceptions of the Kencana Truss brand.

These findings are relevant to the characteristics of the lightweight steel industry, which carries a higher level of risk compared to everyday consumer products. In the construction industry, brand image is shaped more by actual user experience and product technical performance than by promotional activities alone. Consumers tend to associate brands with good quality, high durability, and guaranteed safety as trustworthy. This is increasingly important in Bali, which has a high level of property and tourism development and environmental characteristics that require the use of construction materials that are resistant to humidity and weather changes. The results of this study support the theory proposed by Kotler and Keller (2016) that perceived product quality can form positive associations with a brand, thereby enhancing its reputation and positioning in the market. These findings also align with research by Novitasari and Putra (2023) and Rafli et al. (2024), which shows that product quality is a crucial factor in shaping brand image and consumer preferences. These similar results indicate that product quality is consistently a primary determinant of brand image across various industrial sectors, including the lightweight steel industry.

The influence of product quality on customer satisfaction of Kencana Truss in Bali Province

The results of the hypothesis testing show that product quality has a positive and significant effect on Kencana Truss customer satisfaction in Bali Province, as indicated by the t-value of 4.749, which is greater than the t-table of 1.65, and the p-value of 0.000, which is smaller than 0.05. This finding indicates that product quality is an important factor in shaping customer satisfaction. The better the product quality perceived by customers, the higher the level of satisfaction obtained after using Kencana Truss light steel products. In this study, product quality is reflected in quality consistency, specification accuracy, material durability, and the product's ability to meet user needs.

These findings are relevant to the characteristics of the lightweight steel industry, which prioritizes product technical performance as the primary basis for customer evaluation. Unlike everyday consumer products, which are

often influenced by emotional and symbolic aspects, customer satisfaction in the construction industry is largely determined by the functional benefits experienced during use. Customers will be satisfied if the product is easy to install, has good structural strength, is corrosion-resistant, and is able to support the success of construction projects. This is increasingly important in Bali, which has a high level of property and tourism development and a tropical environment that demands the use of construction materials with long-term durability. Furthermore, the decision to use lightweight steel is often influenced by recommendations from contractors and builders who have direct experience with product quality in the field.

The results of this study support the Expectation–Disconfirmation Theory proposed by Oliver (1980), which explains that satisfaction arises when a product's actual performance meets or exceeds customer expectations. This finding also aligns with research by Dewi and Widyastuti (2022), Safitri and Widyastuti (2023), and Nugraha and Rahman (2024), which shows that product quality is a significant determinant of customer satisfaction. These similar results indicate that product quality is consistently a key factor in creating satisfaction across various industrial sectors, including the light steel industry, which has a relatively high usage risk.

The influence of product quality on trust in Kencana Truss in Bali Province

The results of the hypothesis testing indicate that product quality has a positive and significant effect on Kencana Truss customer trust in Bali Province. This is indicated by the t-statistics value of 21.047 which is greater than the t-table of 1.65 with a p-value of 0.000 which is smaller than 0.05. In addition to being statistically significant, the original sample value of 0.785 indicates that product quality has a very strong influence on customer trust. This finding indicates that product quality is a dominant factor in shaping customer confidence in the reliability and safety of Kencana Truss products.

These findings indicate that customers in the light steel industry tend to build trust based on actual product performance experiences rather than solely on brand promotion or popularity. In this study, product quality is reflected in material strength, corrosion resistance, product stability, dimensional precision, and the product's ability to provide long-term building safety. These characteristics are crucial because light steel products are directly related to construction safety, project costs, and the risk of long-term damage. In the context of Bali, the need to build villas, hotels, restaurants, and lodgings, coupled with environmental conditions with high humidity and exposure to sea air, makes contractors and project owners increasingly selective in assessing the quality of the materials used. Therefore, products that can consistently demonstrate quality will more easily gain customer trust.

The results of this study support Morgan and Hunt's (1994) relationship marketing theory, which states that trust is formed when customers have confidence in the reliability and integrity of a product or company. These findings also align with research by Rahman and Syafitri (2021), Wahyuni and Pratama (2022), Kurniawan *et al.* (2023), and Saputri and Hidayat (2024), which demonstrate that product quality is a crucial factor in building customer trust. These similar results indicate that customers tend to build trust based on consistent user experiences and the product's ability to meet their expectations.

The Influence of Brand Image on Customer Satisfaction of Kencana Truss in Bali Province

The results of the study indicate that brand image has a positive and significant effect on Kencana Truss customer satisfaction in Bali Province. This is indicated by the t-value of 3.524, which is greater than the t-table of 1.65, and a significance value of 0.000, which is smaller than 0.05. This finding indicates that the more positive the Kencana Truss brand image in the minds of customers, the higher the level of satisfaction felt after using the product. In other words, a strong brand image can shape positive beliefs and expectations that then influence customer evaluations of the product usage experience.

In the light steel industry, customer satisfaction is determined not only by the product's physical performance but also by the brand's reputation and credibility. Brand image serves as a quality signal that helps customers reduce uncertainty in decision-making, especially since construction materials carry a relatively high risk of use. This condition is increasingly relevant in Bali, which is experiencing development growth in the tourism and property sectors. Furthermore, decisions to use construction materials are often influenced by recommendations from contractors, building supply stores, and business networks. Therefore, reputable brands tend to be more trusted and provide a higher level of customer satisfaction. The results of this study support the concept proposed by Keller (2013) that brand image is a set of perceptions and associations embedded in consumers' memories and influences their evaluation of a product. This finding is also in line with research by Handayani and Putri (2021), Saputra and Lestari (2022), Wijaya *et al.* (2023), and Prakoso and Utami (2024), which found that brand image has a positive effect on customer satisfaction. These similar results indicate that a strong brand image can form positive expectations before purchase and strengthen customer evaluations after using the product.

The influence of trust on customer satisfaction of Kencana Truss in Bali Province

The results of the hypothesis testing indicate that trust has a positive and significant effect on Kencana Truss customer satisfaction in Bali Province. This is indicated by the calculated t-value of 5.496, which is greater than the t-table of 1.65, with a significance value of 0.000, which is less than 0.05. This finding indicates that the higher the level of customer trust in Kencana Truss, the higher the level of perceived satisfaction. These results indicate that customer satisfaction is not only influenced by the physical quality of the product, but also by customer confidence in the product's reliability, consistency, and ability to meet their expectations.

In the light steel industry, trust plays a crucial role because customers face relatively high usage risks. Mistakes in material selection can impact building quality, cost overruns, and even long-term safety risks. Therefore, customers tend to be satisfied when the products they use are proven to be of consistent and reliable quality. This finding becomes even more relevant in the context of Bali, where the tourism and property sectors are rapidly developing, requiring construction materials that can guarantee long-term quality. Furthermore, decisions about construction material use are often influenced by recommendations from contractors, distributors, and previous user experiences, making trust a crucial factor in the customer evaluation process.

The results of this study support the Relationship Marketing theory proposed by Morgan and Hunt (1994), which states that trust is the primary foundation for building long-term relationships between companies and customers. Trust reflects customers' confidence in the company's reliability and integrity in fulfilling its promises. These findings also align with research by Firmansyah and Dewi (2021), Wibowo and Hartati (2022), Prasetyo *et al.* (2023), and Anggraini and Saputra (2024), which shows that trust has a positive effect on customer satisfaction. These similar results indicate that customers with high levels of trust tend to provide more positive evaluations of the product usage experience.

The influence of customer satisfaction on customer loyalty of Kencana Truss in Bali Province

The results of the hypothesis testing indicate that customer satisfaction has a positive and significant effect on Kencana Truss customer loyalty in Bali Province. This is indicated by the t-statistics value of 73.498, which is much greater than the t-table of 1.65, with a p-value of 0.000, which is smaller than 0.05. In addition to being statistically significant, the original sample value of 0.910 indicates that the influence of customer satisfaction on customer loyalty is in the very strong category. This finding indicates that Kencana Truss customer loyalty is largely shaped by the level of satisfaction felt by customers after using the product.

This strong relationship demonstrates that customer loyalty in the light steel industry is based more on actual user experience than on mere promotional factors. Customers who are satisfied with product quality, material durability, ease of use, and the results obtained from construction projects are more likely to reuse and continue to choose Kencana Truss even when alternative brands are available on the market. In the context of Bali, this relationship becomes even more relevant because development in the tourism and property sectors requires construction materials that can provide long-term quality and safety. Therefore, contractors and project owners tend to stick with products that have proven to deliver satisfactory results rather than trying other products with less clear track records.

The results of this study support the customer loyalty theory proposed by Oliver (1999), which explains that loyalty is formed when customers experience consistent satisfaction, resulting in a commitment to reuse a product or brand. These findings also align with research by Hidayat and Prabowo (2021), Sari and Nugroho (2022), Utami *et al.* (2023), and Ramli and Kurniawan (2024), which indicates that customer satisfaction is a primary factor influencing customer loyalty. These similar results indicate that customers who experience consistently positive experiences tend to have a stronger commitment to maintaining their relationship with the company.

The influence of product quality on customer loyalty through customer satisfaction of Kencana Truss in Bali Province

The test results show that customer satisfaction is able to mediate the effect of product quality on customer loyalty at Kencana Truss in Bali Province. This is indicated by the calculated t-value of 4.686, which is greater than the t-table of 1.65, with a significance level of 0.000, which is less than 0.05. This finding indicates that product quality does not automatically generate customer loyalty, but rather first forms customer satisfaction, which then encourages loyalty. Thus, customer satisfaction plays an important role in explaining how product quality can be translated into loyal customer behavior. These results indicate that customer loyalty in the light steel industry tends to be formed through a satisfying user experience. Customers evaluate product quality based on perceived benefits during use, such as material strength, durability, ease of installation, and conformance to specifications. When these

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experiences meet or exceed customer expectations, satisfaction results, ultimately leading to a desire to reuse the same product on subsequent projects. In the Balinese context, this is particularly relevant because construction projects in the tourism and property sectors generally require materials with long-term quality and reliability, leading customers to retain products that have proven to deliver satisfactory results.

The findings of this study support the customer loyalty theory proposed by Oliver (1999), which explains that loyalty develops through cognitive, affective, and conative stages. In this study, product quality shapes customers' cognitive evaluations of product performance, then generates satisfaction as an affective response, and ultimately drives loyalty in the form of reuse or recommendations to others. This finding is also in line with research by Putri and Santoso (2021), Wulandari and Hidayat (2022), Fadillah *et al.* (2023), and Gunawan and Prasetyo (2024), which found that customer satisfaction mediates the effect of product quality on customer loyalty. However, the results of this study need to be interpreted with caution because the data were obtained through a self-report questionnaire, which could potentially introduce bias in respondents' perceptions. Furthermore, customer loyalty is not only influenced by product quality and customer satisfaction but can also be influenced by other factors such as price, relationships with distributors, after-sales service, and the level of market competition. Therefore, this research model does not fully explain all the factors contributing to the formation of customer loyalty.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that:

- 1) Product quality has a positive and significant impact on Kencana Truss' brand image in Bali Province. The results show that the better the product quality perceived by customers, the more positive the Kencana Truss brand image. This finding indicates that product quality is a key factor in shaping positive customer perceptions of a brand, particularly in the light steel industry, which places greater emphasis on functionality and product performance.
- 2) Product quality has a positive and significant impact on customer satisfaction at Kencana Truss in Bali Province. The higher the product quality received, the higher the perceived satisfaction level. This demonstrates that a product's ability to meet customer needs and expectations is a crucial factor in creating a satisfying user experience.
- 3) Product quality has a positive and significant impact on customer trust at Kencana Truss in Bali Province. Research shows that consistent product quality can increase customer confidence in the company's reliability, credibility, and commitment to providing products that meet customer expectations.
- 4) Brand image has a positive and significant impact on Kencana Truss customer satisfaction in Bali Province. The better the company's brand image, the higher the level of customer satisfaction. These findings indicate that customer satisfaction is influenced not only by product quality but also by positive perceptions of the Kencana Truss brand's reputation and values.
- 5) Customer trust has a positive and significant impact on customer satisfaction at Kencana Truss in Bali Province. The higher the level of customer trust in the company and its products, the higher the perceived satisfaction. This indicates that customer confidence in a company's credibility is a crucial factor in increasing customer satisfaction.
- 6) Customer satisfaction has a positive and significant impact on Kencana Truss customer loyalty in Bali Province. Satisfied customers are more likely to make repeat purchases, continue using Kencana Truss products, and recommend them to others. These findings suggest that customer loyalty is built through positive and consistent user experiences.
- 7) Customer satisfaction mediates the effect of product quality on customer loyalty at Kencana Truss in Bali Province. The results show that product quality does not directly shape customer loyalty, but rather first increases customer satisfaction, which then drives loyalty. Thus, customer satisfaction is the primary mechanism bridging the relationship between product quality and customer loyalty, making it a strategic focus for companies in retaining customers in the long term.

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