Building Customer Loyalty for Light Steel Products "Kencana Truss" in Bali

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Abstract

The purpose of this study is to explain the effect of product quality on customer satisfaction mediated by brand image and brand trust, ultimately determining customer loyalty. The questionnaire distributed 175 copies to the users of Kencana Truss light steel in Bali Province, but valid for processing 133 copies. Data were analyzed using SEM (Structural Equation Modeling) analysis technique. The results of this study found that variable product quality, brand image, and brand trust have a significant positive effect on customer satisfaction. Customer satisfaction variables have a significant positive effect on customer loyalty. Variable brand image and brand trust, significantly mediate the effect of product quality on customer satisfaction. Similarly, customer satisfaction mediates the effect of brand image and brand trust on customer loyalty. The implications of the results of this study indicate that product quality is found as a major factor in increasing customer satisfaction which ultimately results in customer loyalty. Providers of light steel products should pay special attention to product quality, so customer satisfaction and loyalty can be maintained.

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1. Introduction

Light steel will also potentially replace wood as a roof frame on the government project segment, as based on observations already beginning to appear on government projects that have been running using light steel products. Currently, the use of wood as a roof frame is only for the construction of traditional Balinese houses. Based on observations and verbal interviews with several light steel sellers in Bali, the yields, enthusiasts, and sellers are increasing every year, meaning light steel products have a competitive edge in the roof construction market. The high absorption of light steel in Bali makes some light steel brands interested in entering Bali. Truss Traffic, Garuda Truss,

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IBI Truss, Surya Jaya Truss, Omega Truss, Taso Truss, Truss Cash, K-steel Truss, CBM Truss, and Axis Truss are brands light steel competing in Bali. Light steel is one product whose purchasing decisions are not entirely in the hands of its users but are strongly determined by the recommendations of others, in this case, contractors. Deciding to buy and use light steel that is high risk is not the same as deciding to buy an item as well as clothing or household appliances that are not too risky, and can be completely determined by taste. Viewed from a marketing perspective, maintaining customer loyalty is the key to maintaining the existence of the company. For products that fall into the category of high-involvement product, such as light steel roof truss construction product, of course, the quality of the perceived product will determine customer satisfaction. The quality of light steel products that meet customer expectations will provide a perception of the brand image and brand beliefs of products that have been used, so that brand image and brand trust will affect customer satisfaction. Customer satisfaction has high potential in building and strengthening customer loyalty, the statement is supported by the marketing literature of the study results, Clemes & Shu (2013), in his research on global communications marketing in New Zealand found results that customer loyalty is built from customer satisfaction, and research in Taiwan on tourism organizations also supports that customer loyalty is determined by customer satisfaction (Lee *et al.,* 2016). Meanwhile, every customer's satisfaction is very complex, each customer has a different satisfaction standard, it will be very interesting in this research.

The purpose of this study is:

1) To explain the effect of product quality on light steel brand image.\
2) To explain the effect of product quality on light steel customer satisfaction.
3) To explain the effect of product quality on light steel brand trust.
4) To explain the effect of the brand image on light steel customer satisfaction.
5) To explain the effect of brand trust on light steel customer satisfaction.
6) To explain the effect of customer satisfaction on customer loyalty of light steel.

Theoretical Framework & Hypothesis Development

Ming *et al.,* (2011), stated that the perceived quality improves brand image in Fast Food Brand Equity Development research. The results of the study above suggest that the perceived service quality of the hotel has a significant positive effect on the hotel brand image (Šerić, 2016). Hotels in Italy also found similar results that perceived service quality had a direct influence on the hotel brand image (Šerić *et al.,* 2014). The hypothesis of the influence of product quality on brand image is formulated as follows, Kencana Truss as the object.
H1. Product quality has a significant positive effect on brand image.

Wang & Tsai (2012), in Taiwan, conducted a study on the trust in the quality of organic food products, and the results were positively significant the influence of the quality of organic food products affected customer trust. Chandio *et al.,* (2015), in the Cross-Sectional study, found positive results between the correlation of service quality and brand trust. The perceived service quality will generate trust in the brand (Kumar *et al.,* 2013; Jaminyasa *et al.,* 2017; Mahalakshmi & Devi, 2018). The hypothesis of the influence of product quality on brand trust is formulated as follows, Kencana Truss as the object.
H2. Product quality has a significant positive effect on brand trust.

Hidayat (2009), argues that from the results of the research, the quality of products provided by the Bank Mandiri East Java branch greatly affects the satisfaction of Bank customers. Saidani & Arifin (2012), research in Jakarta to find the quality of Ranch Market's retail products affected retail store customer satisfaction. Cerri (2016), in her study in Albania, found a significant result that the quality of hotel services determines hotel customer satisfaction, and Han (2013), in South Africa found that visitor satisfaction was supported by the quality felt when visiting museums in South Africa. The hypothesis of the influence of product quality on customer satisfaction is formulated as follows, Kencana Truss as the object.
H3: Product quality has a significant positive effect on customer satisfaction.

Diab (2009), in his research on Batik Gies in Pekalongan also got the same results, that customer satisfaction using Pekalongan Batik was influenced by the product brand image. Another study conducted in Tahuna in Singahe District in the home industry made nutmeg dodol, the same results were obtained that the brand image had a significant positive effect on customer satisfaction. This will be applied to light steel products, which test how the influence of the brand image of Kencana Truss light steel products will affect customer satisfaction.

H4: Brand image has a significant positive effect on customer satisfaction.

Delgado *et al.,* (2003), define brand trust as the customer's expectations or expectations, with confidence in the reliability and intention of a brand in situations involving risk for the customer. Online shopping research in Greece which found significant positive results from the influence of brand trust on customer satisfaction (Pappas & Pateli, 2014). Other research, technological success cannot be separated from the brand trust after using it so that it gives satisfaction to its users (Chitra & Maheswari, 2018; Chitra & Malarvizhi, 2018).
H5: Brand trust has a significant positive effect on customer satisfaction.

Many variables that shape customer loyalty to a particular product, one of which is customer satisfaction after using a product, some literature on customer loyalty is supported by customer satisfaction, namely Kurniawati *et al.,* (2014), in the study found positive positive results, customer loyalty variables influenced by customer satisfaction variables in KFC Malang branch KFC products. Han (2013), found that the loyalty of museum visitors in South Africa was supported by customer satisfaction felt during the visit. Clemes & Shu (2013), in his research on global communication marketing in New Zealand that customer loyalty was built on customer satisfaction.
H6: Customer satisfaction has a significant positive effect on customer loyalty.

Based on the previous explanations, this study aims to test the following models and hypotheses
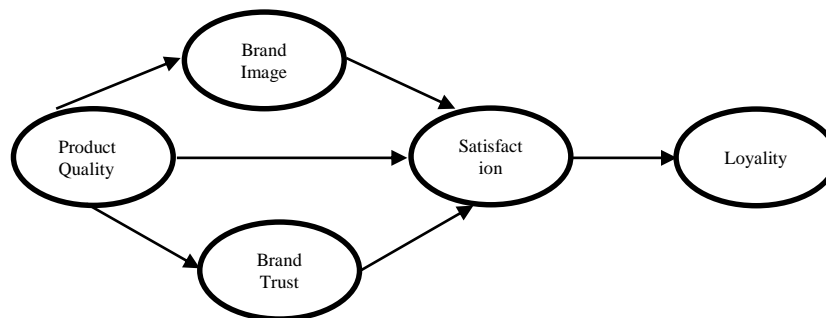

Figure 1. The research conceptual model and findings

H1: Product quality has a significant positive effect on brand image.
H2: Product quality has a significant positive effect on brand trust.
H3: Product quality has a significant positive effect on customer satisfaction.
H4: Brand image has a significant positive effect on customer satisfaction.
H5: Brand trust has a significant positive effect on customer satisfaction.
H6: Customer satisfaction has a significant positive effect on customer loyalty.

2. Materials and Methods

This research is explanatory research that explains the relationship between variables through hypothesis testing (Ghozali, 2005). The population of this study includes residents who live in Bali and have used light steel products Kencana Truss brand. The sample of this research is the result of the data obtained from the questionnaire, which will be the sample that has already purchased light steel brand KencanaTrussdi Bali Province, so have felt the light steel products brand Kencana Truss. Data is a questionnaire consisting of a closing statement. The measurement scale used in this research is the Likert scale. The questionnaires were distributed directly to light steel shops selling the Kencana Truss brand in Bali. Of the 175 questionnaires distributed, qualified were 133 questionnaires and the remaining 42 respondents were invalid. Analysis of respondent's characteristic in this research is depicted by presenting its characteristics based on demographic variables, age, gender, last education, and job. The data obtained are reliability and validity test (Kuncoro, 2009; Malarvizhi & Devi, 2018; Pooranam & Nandhini, 2018). Descriptive statistic analysis is done to know the description or dissemination of sample data or population and to describe the characteristics of the respondents, seen from several research variables that include: respondent's perception on product quality, brand

image, trust, customer satisfaction, and customer loyalty. Furthermore, descriptive analysis is done to know the respondent's characteristic of each statement. The result of the respondent's answer is adjusted to the design of a measurement scale that has been determined then formulated into several class intervals (Suharsono, 2010).

3. Results and Discussions

From the result of the research, the characteristic of light brand respondentsTruss Truss is dominated by entrepreneurs as much as 83.5 percent. Men play a high role in purchasing decisions of 95.4 percent. Age 31-40 years dominate in purchasing decisions as much as 68.4 percent. The last high school education/equivalent dominating the largest as much as 45.9 percent.

3.1 Validity Testing Result

The validity test is performed to measure the validity of the instrument, ie a measuring instrument is said to be valid if the instrument measures what should be measured. The validity of the appointment of the degree of accuracy between the data researched by the researcher with the actual data. The validity test results of the variables tested can be seen in Table 1.

Table 1
Validity testing result

No.	Variable	Statement	Correlation	Descr.
1.	Product Quality (X)	X_1	0,615	Valid
		X_2	0,739	Valid
		X_3	0,587	Valid
2.	Brand Image (Y_1)	$Y_{1.1}$	0,457	Valid
		$Y_{1.2}$	0,491	Valid
		$Y_{1.3}$	0,451	Valid
3.	Brand Trust (Y_2)	$Y_{2.1}$	0,637	Valid
		$Y_{2.2}$	0,722	Valid
		$Y_{2.3}$	0,627	Valid
4.	Cust. Satisfaction(Y_3)	$Y_{3.1}$	0,662	Valid
		$Y_{3.2}$	0,383	Valid
		$Y_{3.3}$	0,472	Valid
5.	Loyalty (Y_4)	$Y_{4.1}$	0,811	Valid
		$Y_{4.2}$	0,800	Valid
		$Y_{4.3}$	0,824	Valid

In Table 1, all statement items used show the correlation coefficient ≥ 0.3 (cut off ≥ 0.3). Based on Table 1, all construct indicators show correlation coefficient ≥ 0.3, it can be explained that all construct indicators in this study are valid and feasible to be used as a research instrument.

3.2 Reliability Testing Result

Reliability test using Cronbach alpha formula with $\alpha = 0,05$. The research instrument can be said reliable if the alpha value is greater than 0.60.

Table 2
Reliability testing result

Variable	Symbol	Cronbach Alpha
Product Quality	X	0,846
Brand Image	Y_1	0,849
Brand Trust	Y_2	0,883
Cust. Satisfaction	Y_3	0,859

| Cust. Loyalty | Y$_4$ | 0,927 |

Based on Table 2, all construct indicators show the value of cronbach alpha> 0.60, it can be explained that all construct indicators in this study are reliable and feasible to be used as a research instrument.

3.3 Normality Testing Result

The assumption of data normality is tested by looking at the skewness and kurtosis values of the data obtained. If CR in skewness or kurtosis is in the range of ± 2.58, then the data can still be declared normal distribution.

Table 3
Normality testing result

Variabel	Min	Max	Skew	c.r.	Kurtosis	c.r.
y3.3	2.000	5.000	-.279	-1.313	-.690	-1.625
y3.2	2.000	5.000	-.392	-1.844	-.601	-1.415
y3.1	2.000	5.000	-.691	-2.253	-.007	-.017
y4.3	2.000	5.000	-.435	-2.046	-.394	-.927
y4.2	2.000	5.000	-.456	-2.147	-.308	-.725
y4.1	2.000	5.000	-.270	-1.272	-.464	-1.092
y2.1	2.000	5.000	.100	.470	-.816	-1.920
y2.2	2.000	5.000	-.539	-2.539	-.060	-.140
y2.3	2.000	5.000	-.376	-1.768	-.423	-.995
y1.3	2.000	5.000	-.252	-1.187	-.737	-1.735
y1.2	2.000	5.000	-.558	-2.629	-.281	-.662
y1.1	2.000	5.000	-.304	-1.430	-.253	-.594
x1.1	2.000	5.000	-.512	-2.410	.212	.498
x1.2	2.000	5.000	-.529	-2.491	-.211	-.498
x1.3	2.000	5.000	-.551	-2.493	-.406	-.955
Multivariate					49.251	12.575

The results of the normality test data can be seen in Table. 3. The results of data processing noticed that there is no univariate value that is outside the range of ± 2.58 value then the data is said to be a normal distribution. A model feasibility test is done by using SEM which is also used to analyze the proposed hypothesis. The results of testing through SEM are as shown in Figure 2. Based on the results if data show that all constructs used to form a research model which has met the criteria of goodness of fit set. It is stated that the model fit with the sample.
Based on the above model test, the test results on factor loading values for each indicator can be seen in Table 4

Table 4
Variable Factor Loading

Variable	Indicator	Factor Loading
	X1.1	**0.86**
Kualitas Produk	X1.2	0.77
	X1.3	0.67
	Y1.1	0.83
Citra Merek	Y1.2	**0.84**
	Y1.3	0.79
	Y2.1	0.76
Kepercayaan Merek	Y2.2	0.81
	Y2.3	**0.88**
	Y3.1	0.77
Kepuasan pelanggan	Y3.2	**0.90**
	Y3.3	0.87
	Y4.1	0.73

Loyalitas pelanggan	Y4.2	0.78
	Y4.3	**0.91**

Test results on factor load values (loading factor) for each indicator in Table. 5. (last page). Shows this model yields a good reception rate, as seen from the loading factor of each indicator greater than 0.5 with a probability smaller than 0.05. Therefore, these indicators are the underlying dimension of the SEM model.

Table 5
Result of feasibility test of structural equation

Index Goodness of Fit	Result	Model Evaluation
Chi-Square (CMIN)	96,117	Good
Probability Level (p)	0,173	Good
CMIN / DF	1,144	Good
GFI	0,917	Good
TLI	0,99	Good
CFI	0,992	Good
RMSEA	0,033	Good
AGFI	0,881	Marginal

Based on the results of the data processing shown in Table 6, shows that the results of the analysis using eight measuring instruments (Chi-Square, Probability Level (p), CMIN / DF, TLI, GFI, CFI, RMSEA, and AGFI) have all met the criteria of goodness of fit which has been set. This means that the model fit with the sample data.

Table 6
Unstandardized Regression Weight

			Estimate	S.E.	C.R.	P	Label
Quality	--->	Brand Image	.869	.101	8.570	***	par_7
Quality	--->	Brand Trust	.843	.098	8.590	***	par_8
Quality	--->	Satisfaction	.442	.221	2.001	.045	par_9
Brand Trust	--->	Satisfaction	.232	.105	2.212	.027	par_11
Brand Image	--->	Satisfaction	.481	.194	2.483	.013	par_12
Satisfaction	--->	Loyality	.856	.077	11.059	***	par_10

Table 7
Unstandardized regression weight

			Estimate
Quality	--->	Brand Image	.889
Quality	--->	Brand Trust	.785
Quality	--->	Satisfaction	.386
Brand Trust	--->	Satisfaction	.218
Brand Image	--->	Satisfaction	.410
Satisfaction	--->	Loyality	.855

Based on the Unstandardized and Standardized Regression Weight estimation output in Table 7 and Table 8, hypothetical testing of the research can be carried out as follows.

Hypothesis 1

There is a significant positive effect on product quality variables on the image of the Kencana Truss light steel brand. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.889

and the significance is addressed by the Unstandardized magnitude probability of 0.000 <0.05 at α = 5 percent. This shows that Hypothetical-1 is supported.

Empirical facts according to respondents' assessment indicate that products that have size specifications based on the load to be supported are indicators that contribute greatly and have outer loading which is considered important in creating a brand image in light steel products with the highest average of 4.05. While the strength of the Kencana Truss brand light steel in supporting the roof load obtained an average value of 3.92 and the resistance of the light steel products of the Kencana Truss brand to weather and anti-rust obtained an average value of 3.86. Where products that have specifications based on needs are seen as the most priority in achieving the brand image of Kencana Truss light steel products. In other parts, like Ming *et al.,* (2011), which states the quality perceived to improve brand image, of course with product performance indicators, reliability and various product size specifications that are felt, effective in determining or selecting material types. This will instill a perception of brand image referring to the memory scheme of a brand, which contains an interpretation of the attributes, strengths, usage, situation, users, and marketer characteristics or characteristics of the product/brand (Setiadi, 2003 in Atik, 2002).

Hypothesis 2

There is a significant positive effect between the variable quality of the product and the variable trust in the Kencana Truss light steel brand. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.785 and the significance is addressed by the Unstandardized magnitude of the probability of 0.000 <0.05 at α = 5 percent. This shows that Hypothesis-2 is supported. Empirical facts according to respondents' assessment indicate that products that have size specifications based on the load to be supported are indicators that contribute greatly and have outer loading which is considered important in creating brand trust in light steel products with the highest average of 4.05. While the strength of the Kencana Truss brand light steel in supporting the roof load obtained an average value of 3.92 and the resistance of the light steel products of the Kencana Truss brand to weather and anti-rust obtained an average value of 3.86. Brand trust in a light steel product can be determined by the level of reliability and adjustment of specifications of a product contained in the product. The results of this study support a number of previous studies linking product quality variables to brand trust, as well as in Wang & Tsai's (2012) study in Taiwan who conducted a study of how trust arose due to product quality, in this case, organic food products. The positive result is the significant influence of the quality of organic food products affects the trust of organic food brands. Another study, in one hospital in India, found that the perceived quality will lead to a feeling of trust in the brand of the hospital (Kumar *et al.,* 2013). The brand trust that you want to build must be based on good quality on the products that have been used by customers. The better the quality of the product, the better the trust in the product brand, and vice versa.

Hypothesis 3

There is a significant positive effect between the variables of product quality with the variable customer satisfaction of the Kencana Truss light steel brand. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.386 and the significance is addressed by the Unstandardized magnitude of the probability of 0.045 <0.05 at α = 5 percent. This shows that Hypothetical-3 is supported.

Empirical facts according to respondents' assessment indicate that products that have size specifications based on the load to be supported are indicators that contribute greatly and have outer loading which is considered important in creating customer satisfaction in light steel products with the highest average of 4.05. While the strength of the Kencana Truss brand light steel in supporting the roof load obtained an average value of 3.92 and the resistance of the light steel products of the Kencana Truss brand to weather and anti-rust obtained an average value of 3.86. Product quality indicators that have specification adjustments based on needs are seen as the most important to meet the needs so as to create customer satisfaction for users of Kencana Truss light steel products. Customer satisfaction is determined by several variables, one of which is the product quality that is felt in the product. The statement was supported by several researchers who found the same results, namely the determinants of customer satisfaction, one of which was product quality, as Hidayat's (2009), research suggests from the results of his research that the quality of products provided by the East Java branch of Bank Mandiri. Other research suggests the same thing, Saidani & Arifin (2012), research conducted in Jakarta found the results of the quality of Ranch Market retail products in South Jakarta.

Hypothesis 4

There is a significant positive influence between the variable brand trust with the variable satisfaction of light steel customers of the Kencana Truss brand. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.218 and the significance is addressed by the Unstandardized probability of 0.027 <0.05 at α = 5 percent. This shows that Hypothetical-4 is supported.

The empirical facts of the brand image variable according to the respondent's assessment indicate that the brand image that is well known among them is the biggest contributing indicator and has outer loading which is considered important in making customer satisfaction using the Kencana Truss brand light steel, with the highest average value of 3.84. Whereas other indicators such as always being remembered after using them get a value of 3.68 and have a characteristic or profile that gets a value of 3.83. Where an indicator of brand image, that Kencana Truss is a well-known brand among them is seen as the most important to provide satisfaction to the customers who use it, so as to create customer satisfaction for users of the Kencana Truss brand of light steel products.

Someone will feel satisfied using a product depending on the perception of the brand that is desired by not ignoring the quality of the brand, Diab (2009), in his research on Batik Gies in Pekalongan also get the same results, namely, the product brand image creates satisfaction for its users. Research in China on the image of workers has an impact on customer satisfaction, (Cheung *et al.*, 2014). So the results of this study also support the results of previous studies which suggested the same results, that the brand image of a particular product was able to provide satisfaction for users of the brand.

Hypothesis 5

There is a significant positive effect between the Kencana Truss brand image variable and the Kencana Truss light steel customer satisfaction variable. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.410 and the significance is addressed by the Unstandardized probability of 0.013 <0.05 at α = 5 percent. This shows that the hypothesis is supported.

The empirical facts of the brand trust variable according to the respondent's assessment indicate that the customer's trust in a brand that can be relied upon as a roof frame construction that contributes greatly and has an outer loading that is considered important in making customer satisfaction using the Kencana Truss brand steel, with the highest average value of 4.0. While other indicators, such as brands that can be trusted, have a score of 3.76 and a brand that has been proven to be performing among contractors has a value of 3.87. Products that have been trusted by the customers and their strength will foster a sense of satisfaction to the customers who use them, thus creating customer satisfaction with Kencana Truss light steel products users from the brand's trust.

Literature that supports these results, as in Greek studies which found significant positive results of influence on these variables (Pappas & Pateli, 2014). Other research also found the same results, inseparable from beliefs that caused satisfaction. In short, satisfaction can be created from the quality of the product that has been felt and ultimately makes the user feel confident about the product, from a sense of trust to the brand that has been used, customer satisfaction will also arise for this brand, in this case, the Kencana Truss brand of light steel.

Hypothesis 6

There is a significant positive effect between the variables of Kencana Truss customer satisfaction with the Kencana Truss light steel customer loyalty variable. The statement is obtained from the results shown in the Standardized Value which has a positive value of 0.885 and the significance is addressed by the Unstandardized magnitude probability of 0.000 <0.05 at α = 5 percent. This shows that Hypothesis-6 is supported.

Empirical facts from customer satisfaction variables according to respondents' assessment indicate that customer satisfaction with products that are effective as roof truss construction contributes the most and has outer loading which is considered important in making customer loyalty using the Kencana Truss brand steel, with value average of 4.02. While other indicators such as the Kencana Truss brand can meet customer expectations of obtaining a value of 3.70 and the user indicator of the Kencana Truss brand of light steel products getting the best quality obtained a value of 3.72. Effective products can certainly reduce the risk of users because of course the product has a mature calculation as a construction of a roof frame structure and guarantees its products.

The results of the above study support the study of Kurniawati *et al.*, (2014), who found significant positive results between customer loyalty which was influenced by customer satisfaction in Kawi Malang. Han (2013), in South Africa,

found the same results that, loyalty was supported by customer satisfaction. We can know from all the variable relationships that shape customer satisfaction, thus creating customer loyalty to a product. The quality of the product is the key to all these relationships, the increase and emphasis on consistent product quality will be given a good influence on the related variables.

4. Conclusion

Based on the results of the discussion of the research that has been conducted, it can be concluded that: (1) The quality of mild steel products has a positive and significant effect on the brand image of Kencana Truss mild steel products. This means that the better the Kencana Truss brand of light steel products, the better the brand image of the Kencana Truss brand of light steel products in Bali. (2) The quality of light steel products has a positive and significant effect on the confidence of the Kencana Truss mild steel product brand. This means that the better the quality of Kencana Truss brand steel products that are felt by customers, the better the customers' trust in the Kencana Truss mild steel product brand in Bali. (3) Product quality has a positive and significant effect on customer satisfaction in the Kencana Truss brand of mild steel. This means that the better quality of light steel products that have been felt by customers in the market and always prioritize product quality and reliability of the Kencana Truss brand of mild steel products, the higher customer satisfaction will be towards the Kencana Truss brand of light steel products in Bali. (4) Brand image has a positive and significant effect on customer satisfaction in the Kencana Truss brand of mild steel. This means that the better the brand image of mild steel products that have been felt by customers in the market and customers feel that using a brand that is well-known among light steel products, the customer satisfaction will be higher for the Kencana Truss brand of mild steel products in Bali. (5) Brand trust has a positive and significant effect on customer satisfaction in the Kencana Truss light steel brand. This means that the greater the customer's trust in the brand of light steel products that have been used by the customer, and the product can be trusted and good performance, the higher customer satisfaction will be towards the Kencana Truss brand of light steel products in Bali. (6) Customer satisfaction that has used the Kencana Truss brand mild steel product has a positive and significant effect on the customer loyalty of the Kencana Truss brand of mild steel. This means that after customers feel satisfaction using the Kencana Truss brand mild steel products and feel the products that have been used meet the expectations and needs obtained from these products, then they will announce the strong loyalty of customers towards the Kencana Truss brand of light steel products.

Research Implications

This research provides theoretical implications for the development of the science of strategic marketing management, especially the theory of customer behavior and how it responds or evaluates to a product that has been used. In detail the translation of the theoretical implications of this study are as follows: (1) This research contributes to the development of theories and development concepts about customer behavior in creating customer satisfaction so that later customer attitudes will be created. (2) The empirical findings of this study have implications for the theory of consumer behavior, where product quality variables, brand image variables, and trust variables serve as positive variables of customer satisfaction and lead to customer loyalty. (3) The results of this study contribute to the development of previous research specifically about the findings of product quality, brand image, brand trust, customer satisfaction, and customer loyalty. This finding also supports the results of previous research, especially regarding high product quality, which can contribute to customer satisfaction.

While the practical implications that can be developed from the results of this study are as follows: (1) The results of the Factor Loading, product performance indicators of the product quality variable that get the highest value of 0.86. This means that the quality of the Kencana Truss brand mild steel product is very much felt from the performance of the product in sustaining the burden if you want to improve the quality, what needs to be considered is the product's performance. (2) The value of the Factor Loading, the brand indicator is always remembered from the brand image variable which gets the highest value that is equal to 0.84. This means that the brand image of the Kencana Truss brand of light steel is very much determined by how the brand that we introduce can always be remembered by consumers, of course, must make a consumer approach to approach by introducing - introducing products and delivering solid information about consumer products. (3) The value of the Factor Loading, the brand indicator is proven to perform well from the brand trust variable which gets the highest value of 0.88. In this case, it is closely related to product quality because consumer trust depends on the quality it has received, so special emphasis must be placed on product

quality so that it always performs well. (4) Value results from Factor Loading, product indicators according to expectations of customer satisfaction variables that get the highest value that is equal to 0.90. Where if the product obtained by the customer is better than the expectations of the customer, the customer will feel satisfied, in this case, the grandmother is specific to the quality of the product, the product that is performing well will be the key to customer satisfaction. (5) The value of the Factor Loading, the indicator of love and the pride in using the Kencana Truss brand of mild steel products from the customer loyalty variable which gets the highest value of 0.91. Making customers feel love and pride, of course, must give something more than their expectations. Before customer loyalty is formed, customer satisfaction is based on the quality of products that perform well, especially those that must be maintained. By itself, customer loyalty will be created well.

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Statement of authorship
The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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Tabel 5
Unstandardized Regression Weight

			Estimate	S.E.	C.R.	P	Label
Brand image	<---	Quality	.869	.101	8.570	***	par_7
Brand Trust	<---	Quality	.843	.098	8.590	***	par_8
Satisfaction	<---	Quality	.442	.221	2.001	.045	par_9
Satisfaction	<---	Brand Trust	.232	.105	2.212	.027	par_11
Loyalty	<---	Brand image	.481	.194	2.483	.013	par_12
Loyalty	<---	Satisfaction	.856	.077	11.059	***	par_10
x1.3	<---	Quality	1.000				
x1.2	<---	Quality	.955	.097	9.848	***	par_1
x1.1	<---	Quality	.941	.083	11.396	***	par_2
y1.2	<---	Brand image	1.062	.109	9.722	***	par_3
y2.2	<---	Brand Trust	.876	.079	11.049	***	par_4
y4.1	<---	Loyalitas	.940	.065	14.425	***	par_5
y4.2	<---	Loyalitas	.826	.071	11.559	***	par_6
y4.3	<---	Loyalitas	1.000				
y3.3	<---	Satisfaction	1.000				
y3.1	<---	Satisfaction	.833	.076	10.992	***	par_13
y1.1	<---	Brand image	.964	.097	9.978	***	par_14
y1.3	<---	Brand image	1.000				
y2.1	<---	Brand Trust	.824	.081	10.183	***	par_15
y2.3	<---	Brand Trust	1.000				
y3.2	<---	Satisfaction	.970	.077	12.635	***	par_16

Figure 2.
Structural Equation Model

GOODNESS OF FIT
Chi-Square=96.117
Probability=.173
CMIN/DF=1.144
GFI=.917
TLI=.990
CFI=.992
RMSEA=.033
AGFI=.881