DETERMINATION OF CONSUMER SATISFACTION IN ENDEK BALI FASHION MSMES

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ABSTRACT

This study examines the influence of digital promotion, brand image, and service quality on customer satisfaction at Fajar Sari Endek Collection in the context of the growing digital transformation in the local fashion industry. The rapid development of digital technology has significantly changed consumer behavior, requiring businesses to adopt effective digital promotion strategies, build a strong brand image, and deliver high service quality to maintain customer satisfaction. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to customers of Fajar Sari Endek Collection who had made purchases either directly or through digital platforms. The data were analyzed using multiple linear regression with the assistance of statistical software. The results indicate that digital promotion, brand image, and service quality each have a positive and significant effect on customer satisfaction, both partially and simultaneously. These findings suggest that integrating digital marketing strategies, strengthening a brand image rooted in local cultural values, and improving service quality are key factors in enhancing customer satisfaction in the traditional fashion industry. This study provides practical insights for managers of traditional fashion MSMEs in developing marketing strategies that are more customer-oriented and capable of sustaining competitiveness in the digital era.

Keywords: *Digital Promotion; Brand Image; Service Quality; Customer Satisfaction; Balinese Endek*

INTRODUCTION

The rapid development of digital technology has brought about significant changes in consumer consumption patterns, including the local wisdom-based fashion industry (Antara et al., 2024). Consumers are now more actively seeking product information through social media, marketplaces, and various other digital platforms before making purchasing decisions. This situation has encouraged businesses to adapt their marketing strategies by utilizing digital promotions as a primary means of reaching consumers more widely and efficiently (Kotler & Keller, 2016).

Fajar Sari Endek Collection is a local business in Bali engaged in the production and sale of Balinese endek fabric and clothing. As a local cultural product, endek holds not only aesthetic value but also strong historical and symbolic value (Antara et al., 2024). In recent years, Fajar Sari Endek Collection has begun utilizing digital media such as Instagram, Facebook, TikTok, WhatsApp Business, and marketplace apps to promote its products to local consumers and tourists. Digital promotions include uploading product photos and videos, customer testimonials, and special price offers.

While digital promotions can increase product visibility, marketing success is not determined solely by the intensity of promotions. Brand image is a crucial factor shaping consumer perceptions of the quality and uniqueness of the Endek products offered (Rifka et al., 2024). A strong and consistent brand image can boost consumer trust and differentiate Fajar Sari Endek Collection products from similar competitors. Furthermore, service quality, including friendliness, responsiveness, timely delivery, and complaint handling, also plays a crucial role in creating a positive customer experience (Rahayu & Syafe'i, 2022).

Consumer satisfaction is the result of consumers' evaluation of the match between pre-purchase expectations and the actual performance experienced after using a product or service (Fu et al., 2020). In the context of the local fashion industry, customer satisfaction is a strategic factor because it influences repeat purchases, word-of-mouth recommendations, and business sustainability. Therefore, it is crucial to understand the extent to which digital promotion, brand image, and service quality influence customer satisfaction at Fajar Sari Endek Collection (Antara, 2025).

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
The Underpinning Theory

The Expectation–Confirmation Theory (ECT) was first proposed by Oliver (1980), who asserted that customer satisfaction is the result of an evaluation process between initial expectations before consumption and actual performance perceived after using a product or service. The essence of this theory states that when perceived performance matches or exceeds customer expectations, positive confirmation occurs, resulting in satisfaction. While a mismatch between expectations and performance will lead to disconfirmation, leading to dissatisfaction (Ramasamy et al., 2024). In this study, service quality reflects the actual performance experienced by customers during the service process, brand image plays a role in shaping customer expectations before making a purchase, and digital promotions serve as a source of information and value promises that influence customer perceptions and expectations. The interaction between expectations formed by brand image and digital promotions with actual performance reflected in service quality will determine the level of confirmation, which ultimately affects customer satisfaction (Soesanto & Arsyad, 2024).

Digital Promotion

Digital promotion is a marketing activity that utilizes internet-based media to convey product information, build engagement, and drive purchasing decisions (Jahid, 2024). Indicators of digital promotion include content quality, promotional frequency, audience reach, consumer interaction, and brand message consistency (Saragih & Prayitta, 2023).

Brand Image

Brand image is the perception and impression formed in consumers' minds about a brand (Utomo et al., 2024). Brand image indicators include perceived quality, brand uniqueness, brand trust, brand reputation, and emotional associations (Rohiman & Sarah, 2025).

Service Quality

Service quality refers to a company's ability to provide services that meet or exceed customer expectations (Siregar et al., 2025). This study used the Servqual indicator: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988).

Customer Satisfaction

Consumer satisfaction is the level of pleasure or disappointment after comparing expectations with actual experiences (Antara, 2025). Indicators of consumer satisfaction include conformity to expectations, overall satisfaction, repurchase intentions, and recommendations to others (Azzahra & Nainggolan, 2022).

Hypothesis

Based on the theoretical framework and previous empirical studies, the following hypotheses are proposed:

> *H1: Service quality has a positive and significant effect on customer satisfaction at the Fajar Sari Endek Collection.*
> *H2: Brand image has a positive and significant effect on customer satisfaction at the Fajar Sari Endek Collection.*
> *H3: Digital promotion has a positive and significant effect on customer satisfaction at the Fajar Sari Endek Collection.*
> *H4: Service quality, brand image, and digital promotion simultaneously influence customer satisfaction at the Fajar Sari Endek Collection.*

Research Framework

Figure 1 presents the research framework that illustrates the relationships between service quality, brand image, digital promotion, and customer satisfaction.
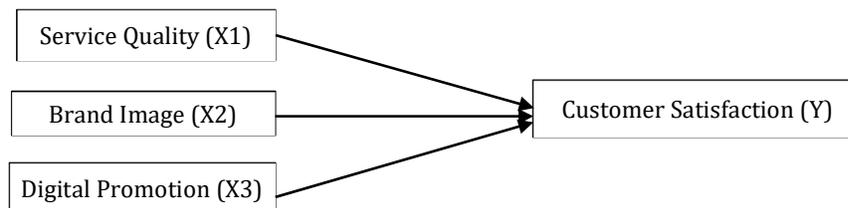
Source : constructed by author for this study, 2026

Figure 1
Research Model

METHOD

This study uses a quantitative approach with an explanatory approach, aiming to explain the causal relationship between digital promotion, brand image, and service quality on customer satisfaction (Taherdoost, 2022).

The population in this study were all Fajar Sari Endek Collection consumers who had made purchases, either directly or through digital platforms. The sampling technique used purposive sampling with the following criteria: (1) having purchased the product at least once and (2) individuals aged > 17 years. The number of samples was set at 170 respondents, fulfilling the PLS-SEM requirements, namely the sum of all indicators multiplied by 10 (17x10=170).

Data were collected using a questionnaire with a Likert scale of 1–5. The questionnaire was distributed online and directly to respondents. Digital promotion was measured using the following indicators: advertising frequency, content quality, engagement, and branding consistency (Sriminarti, 2024). Brand image was measured using the following indicators: perceived quality, brand uniqueness, brand trust, brand reputation (Siregar et al., 2025). Service quality was measured using the Servqual indicators: tangibles, reliability, responsiveness, assurance, and empathy (Latifah & Dora, 2023). Customer satisfaction was measured using the following indicators: consumer satisfaction, conformity to expectations, repurchase intention, word of mouth, and overall satisfaction (Saragih & Prayitta, 2023).

The data analysis technique used was Partial Least Squares – Structural Equation Modeling (PLS-SEM) because it is suitable for testing predictive models and a medium sample size (Hair Jr et al., 2021) and was conducted using SmartPLS 3, with evaluation stages for the measurement model (outer model) and the structural model (inner model). The measurement model evaluation included validity tests (convergent and discriminant) and reliability tests. The structural model evaluation included coefficient of determination tests and hypothesis testing (Sarstedt et al., 2021).

RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

Convergent validity was assessed using outer loading and Average Variance Extracted (AVE) values. As seen in Table 1, all indicators had outer loading values > 0.70 and in Table 3, all Average Variance Extracted (AVE) values > 0.50, thus being declared valid (Hair Jr et al., 2021). Table 1 shows convergent validity, while discriminant validity is shown in Table 2.

Table 1
Convergent Validity Test

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1.1 <- Service_Quality	0.803	0.803	0.028	28.743	0.000
X1.2 <- Service_Quality	0.581	0.582	0.055	10.466	0.000
X1.3 <- Service_Quality	0.798	0.792	0.044	18.273	0.000
X1.4 <- Service_Quality	0.762	0.756	0.044	17.150	0.000
X1.5 <- Service_Quality	0.719	0.718	0.045	16.080	0.000
X2.1 <- Brand_Image	0.879	0.878	0.023	38.012	0.000
X2.2 <- Brand_Image	0.941	0.940	0.011	82.719	0.000
X2.3 <- Brand_Image	0.675	0.673	0.067	10.101	0.000
X2.4 <- Brand_Image	0.558	0.555	0.084	6.676	0.000
X3.1 <- Digital_Promotion	0.821	0.818	0.041	20.261	0.000

X3.2 <- Digital_Promotion	0.950	0.950	0.013	75.479	0.000
X3.3 <- Digital_Promotion	0.951	0.951	0.013	74.852	0.000
Y.1 <- Customer Satisfaction	0.880	0.876	0.024	35.904	0.000
Y.2 <- Customer Satisfaction	0.779	0.773	0.057	13.768	0.000
Y.3 <- Customer Satisfaction	0.799	0.793	0.046	17.442	0.000
Y.4 <- Customer Satisfaction	0.776	0.774	0.035	22.215	0.000
Y.5 <- Customer Satisfaction	0.791	0.790	0.029	26.983	0.000

Source: processed data, 2026

Table 2
Discriminant Validity Test

Variable	Brand Image	Customer Satisfaction	Digital Promotion	Service Quality
Brand_Image	0.779			
Customer_Satisfaction	0.601	0.806		
Digital_Promotion	0.700	0.581	0.909	
Service_Quality	0.576	0.603	0.597	0.737

Source: processed data, 2026

Reliability was measured using Cronbach's Alpha and Composite Reliability (Hair et al., 2024). All variables had values > 0.70 so the reliable criteria were met. Table 3 shows the results of the reliability test.

Table 3
Construct Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand_Image	0.770	0.813	0.856	0.607
Customer_Satisfaction	0.866	0.879	0.902	0.649
Digital_Promotion	0.893	0.899	0.935	0.827
Service_Quality	0.789	0.808	0.855	0.543

Source: processed data, 2026

Structural Model Evaluation (Inner Model)

The R^2 value of consumer satisfaction is 0.476, which means that 47.6% of the variation in consumer satisfaction can be explained by digital promotion, brand image, and service quality, while the remainder is influenced by other factors not included in the model (Gao, 2024). Table 4 shows the coefficient of determination of how much influence independent variables has on customer satisfaction.

Table 4
R^2 Value

|	R Square	R Square Adjusted
Customer_Satisfaction	0.476	0.467

Source: processed data, 2026

Hypothesis testing was conducted through bootstrapping (Hair Jr et al., 2021). Table 5 and Figure 2 show that service quality has a positive and significant effect on customer satisfaction (beta 0.331 and p-value 0.001 < significance level 0.05). Similarly, brand image and digital promotion also have a positive and significant effect on customer satisfaction (beta 0.279 and 0.188; p-value 0.002 and 0.032). Thus, it can be concluded

that hypotheses 1 to 3 are all accepted. Table 5 shows the test results for each research hypothesis.

Table 5
Hypothesis Test Results

Path Coefficients	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Brand_Image -> Customer_Satisfaction	0.279	0.280	0.088	3.167	0.002
Digital_Promotion -> Customer_Satisfaction	0.188	0.182	0.087	2.148	0.032
Service_Quality -> Customer_Satisfaction	0.331	0.339	0.098	3.371	0.001

Source: processed data, 2026
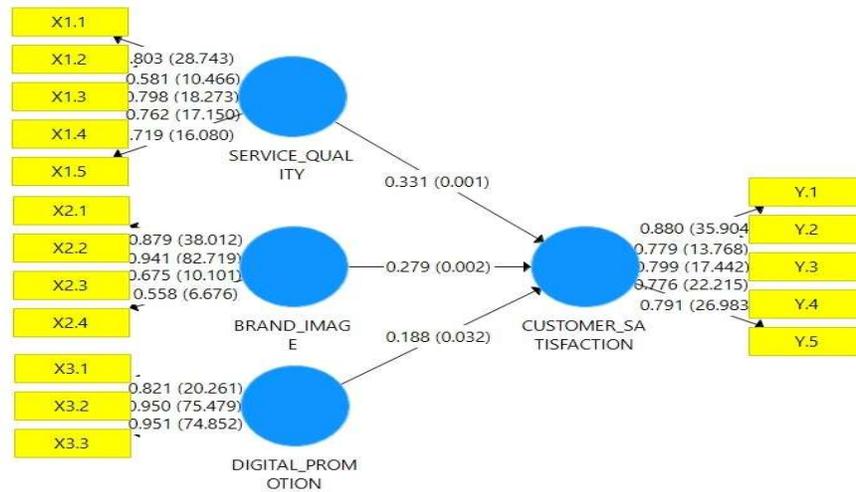
Source: processed data, 2026

Figure 2
SEM-PLS Output

Table 6 shows the effect value of each independent variable. Based on the results of the effect size (f^2) test, it is known that brand image, digital promotion, and service quality each contribute to customer satisfaction in the research model. The f^2 value of brand image = 0.070, digital promotion = 0.031, and service quality = 0.124 indicates that all three variables have an influence.

The R2 value of customer satisfaction indicates that brand image, digital promotion, and service quality simultaneously can explain variations in customer satisfaction substantially, so the model is stated to have good predictive ability.

Table 6
Effect Size (f^2) Results

	Brand Image	Customer Satisfaction	Digital Promotion	Service Quality
Brand_Image		0.070		
Customer_Satisfaction				
Digital_Promotion		0.031		
Service_Quality		0.124		

Source: processed data, 2026

Discussion

The research results show that service quality has a positive and significant effect on customer satisfaction at Fajar Sari Endek Collection. This finding indicates that the quality of service provided to customers, such as employee friendliness, speed of service, accuracy of product information, and comfort during the purchasing process, plays a crucial role in shaping customer satisfaction (Aryadana & Pagala, 2023). In the context of the endek business, as a local Balinese cultural product, personalized and attentive service is an added value that can enhance the shopping experience. Good service quality not only meets customer expectations but also creates a sense of appreciation, thus leading to higher satisfaction (Antara et al., 2025). These results align with customer satisfaction theory, which states that service quality is a key factor in creating positive evaluations of the consumption experience (Zaki et al., 2023).

Brand image has been shown to have a positive and significant effect on customer satisfaction at Fajar Sari Endek Collection. These findings demonstrate that a strong, distinctive, and consistent brand image can shape positive customer perceptions of the endek products offered (Fathin et al., 2022). As a traditional Balinese textile product, a brand image representing quality, authentic motifs, and local cultural values is a crucial factor in increasing customer satisfaction. A positive brand image makes customers feel more confident in their choices, resulting in a more satisfying purchasing experience (Dewanti et al., 2023). This reinforces the view that brand image serves not only as a business identity but also as a guarantee of quality, contributing to customer satisfaction.

Research shows that digital promotion has a positive and significant impact on customer satisfaction at the Fajar Sari Endek Collection. This finding indicates that the use of digital media, such as social media and other online platforms, can increase customer satisfaction by delivering broader, faster, and more engaging product information (Azzahra & Nainggolan, 2022). Digital promotion allows customers to learn about the variety of endek motifs, material quality, and the cultural values inherent in the product before making a purchase (Fatoni, 2025). Furthermore, two-way communication established through digital media also increases customer engagement, making them feel closer to the brand. Thus, digital promotion acts as a supporting tool that strengthens the customer experience and contributes to increased satisfaction (Fitriyatus & Mardikaningsih, 2024).

Test results show that service quality, brand image, and digital promotion simultaneously influence customer satisfaction at Fajar Sari Endek Collection. This finding indicates that customer satisfaction is not shaped by a single factor, but rather the result of the interaction of service quality, brand image, and integrated digital promotion strategies (Feti et al., 2022). In the context of creative and cultural industries such as the endek business, good service quality needs to be supported by a strong brand image and

effective digital communication to create a comprehensive customer experience (Antara & Martini, 2025).

The combination of these three variables collectively strengthens customer perceptions of value, increases trust, and ultimately results in higher levels of satisfaction. Therefore, integrated management of service quality, brand image, and digital promotion is a crucial strategy for Fajar Sari Endek Collection in maintaining and improving customer satisfaction (Haris, 2023).

CONCLUSION AND SUGGESTION

This study concludes that service quality, brand image, and digital promotion influence customer satisfaction at Fajar Sari Endek Collection, both partially and simultaneously. Good service quality, a positive brand image, and effective use of digital promotions collectively contribute to a satisfying customer experience. These findings confirm that customer satisfaction with endek, a Balinese cultural product, is determined not only by product quality but also by integrated service management, brand image, and marketing communications.

Fajar Sari Endek Collection is advised to consistently improve its service quality, strengthen its brand image by highlighting the uniqueness and cultural value of Balinese endek, and optimize digital promotions as a means of communication and customer education. Future research is recommended to add other relevant variables such as customer trust and perceived value, as these factors may further explain variations in customer satisfaction, and expand the research subjects and locations to gain a more comprehensive understanding of the factors influencing customer satisfaction in the creative and cultural industries.

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