The Influence Of Product Quality, Price, And Custumer Value On Custumer Satisfation Mediated By Product Competitiveness At The Golden Kids Shop Bandar Lampung

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Abstract - This research was conducted at Toko Golden Kids Bandar Lampung, a children's fashion store founded in 2022 at Simpur Center Mall. This shop offers various types of children's clothing with a wide variety of products. Even though it faces tough competition, Toko Golden Kids Bandar Lampung must continue to innovate to maintain a large customer base. Product competitiveness's function as a mediator in the relationship among product fine, customer value, and fee and purchaser pleasure is the situation of this take a look at. It also ambitions to ascertain the impact of product first-class, customer cost, and rate on product competitiveness and client satisfaction. crucial information became gotten through notion, meets and conveying surveys to 109 respondents selected making use of purposive testing strategies. The data analysis method uses a quantitative approach with SmartPLS. The research results show that product quality, customer value, and price each have a positive and significant influence on product competitiveness and customer satisfaction. Apart from that, product competitiveness is proven to mediate the relationship between product quality, customer value, and price on customer satisfaction. All research hypotheses are accepted. Based on the research results, it is recommended that the Golden Kids Bandar Lampung Store continue to improve product quality, optimize customer value, set competitive prices, and strengthen product competitiveness strategies. Continuous monitoring and evaluation of the influence of these variables is also important to support more appropriate decision making and the development of more effective strategies.

Keywords— Customer Value, Price, Satisfaction, Product Quality, Product Competitiveness.

I. INTRODUCTION

Consumers are becoming smarter and more selective in choosing products, along with the increase in their intelligence and the number of products available on the market, which increases competition between producers to attract attention. Rapid world developments encourage producers to be more sensitive, critical and responsive to changes in various fields such as politics, socio-culture and economics(Efendi et al., 2023). Customers are the deciding detail in the success or sadness of an organization in showcasing its products in the future, so companies must be proactive in identifying consumer needs and expectations. Consumer satisfaction is crucial in guaranteeing the character of the gadgets and charges proposed to them.

The resulting global market allows companies from all over the world to enter the domestic market, providing a wide selection of products to meet consumer needs and desires. Consumers are required to be wiser in choosing products in this increasingly complex market, especially in the city of Bandar Lampung where fashion has become a hot topic among teenagers and adults. Fashion not only functions as protection, but also as a supporter of appearance which is very inherent in people's daily lives. The brand equity element in a brand also encourages consumers to choose certain products

Children's fashion in Bandar Lampung is experiencing rapid development with a variety of modern and functional styles that combine comfort and stylish style. Clothing styles such as jumpsuits, dresses with unique cuts, and asymmetrical tops are very popular

with parents who want their children to look fashionable. The bright colors that dominate children's clothing collections reflect global trends that also pay attention to environmentally friendly materials and sustainability. Stores such as Baby Fame Store, Peekaboo, Stacy Baby House, and Toko Golden Kids in Bandar Lampung not only provide a variety of attractive products, but also strive to meet modern lifestyles with optimal quality and comfort for consumers.

Customer satisfaction starts from their assessment of whether the furnished products or services lives as much as expectations in phrases of satisfactory that have been formed in their minds. This satisfaction is also influenced by information from previous experience and word of mouth recommendations. Companies must understand and measure the level of consumer satisfaction well to be able to compete in the market. At the Golden Kids Bandar Lampung Store, a good attitude and follow-up to customer feedback is very important to increase satisfaction. price is also a widespread calculate identifying purchaser loyalty, in light of the reality that affordable expenses according with customer assumptions can enlarge the diploma of fulfillment.

This exploration was directed at the Brilliant Children Bandar Lampung Shop, a children's fashion shop that was established in 2022 at Simpur Senter Mall. This store offers various types of children's clothing and is known for its wide variety of products. Even though it faces tough competition from similar competitors, Toko Golden Kids Bandar Lampung still has to innovate to maintain a large customer base. Problems such as complaints about product quality, high prices, and demands to adapt to new trends and demands are challenges that must be faced in running this business.Based on the descriptions above, the aim of this research is to determine the influence of product quality, customer value, and price on product competitiveness and consumer satisfaction, then to determine the mediating influence of product competitiveness between product quality, customer value, and price on consumer satisfaction.

II. THEORETICAL BASIS

A. Product Quality

According to (Wibisono, 2019) that "the item is the center of a promoting movement in mild of the truth that the item is the result or outcome of one of the organisation's sports or sporting activities that can be proposed to the goal market to cope with the problems and needs of buyers". Basically, when buying a product, a consumer not only buys the product, but also buys the benefits obtained from the product (Kumbara, 2021). The product need to have advantages over different products, inclusive of superior satisfactory. in step with Basjir & Robbi (2024), one of the keys to customer-pushed opposition among business actors is product exceptional. object nice is likewise a country of an item which can display functionality, accuracy, ease of use of the product so that it can become a characteristic of the product and can be a strategy to compete with competitors or rivals (Owen et al., 2023). According toKotler & Keller (2016) that high-quality is a services or products's usual functions and traits that have an effect on its capability to fulfill said needs. (Kotler et al., 2015) that object best is a trait of an item or management that is predicated upon its ability to satisfy expressed or counseled purchaser wishes. Product nice signs consistent with David Garvin's e-book (Tjiptono, 2014), the six dimensions of product best are as follows::

1. Performance (performance) The character of the core product, which includes the brand, measurable characteristics, and individual performance aspects, is referred to as performance here. The exhibition of a few items is typically founded on client inclinations which are fundamentally broad in nature.

2. Endurance or durability (durability) The proportion of an item's toughness incorporates both monetary and specialized perspectives. In fact, the solidness of an item is characterized as the quantity of purposes an individual gets prior to encountering a decrease in quality. Durability is measured in terms of a product's economic life, as measured by the number of uses before damage and the decision to replace it.

3. Conformance Another aspect connected with the nature of a thing is the appropriateness of the item to norms in the business. In the service industry, conformity is measured by the level of accuracy and time to completion, which includes calculating errors, unanticipated delays, and a variety of other errors.

4. Product diversity (features) Extra items can be framed from a center item which can enhance an item. Item variety is generally estimated emotionally by every person (for this situation purchasers) which shows contrasts in the nature of an item (administration). As a result, a product's ability to adapt to the market necessitates a character of adaptability.

5. Reliability The possibility of a product malfunctioning all through a given time period is associated with this dimension. The dependability of an item which demonstrates quality is incredibly vast for shoppers in choosing an item. while you consider the huge costs of replacement and upkeep that need to be incurred whilst a product this is seemed as unreliable is broken, this turns into even extra full-size.

6. Aesthetics The most personal dimension of measurement is aesthetics. the feel of an item ought to be visible from how the object sounds to consumers, how the item seems, tastes and smells. clients truely perceive this aesthetics as an assessment and mirrored image.

B. Customer Value

Lee et al., (2015) defines customer value as the perceived value in the form of monetary units of economic, technological, service and social benefits obtained during the exchange process between the company and the customer, with regards to the cost of the item or provider. Customer value can be evaluated before, during, and after use of a product, and can be measured through simple ownership (Carvalho & Alves, 2023). The customer's needs or desires for a product or service must be reflected along with the ideal value expected before purchase (Kumar & Reinartz, 2016). Customer value must have a future orientation, regardless of the underlying needs desired, either from a particular product or its supplier, and when a service is used, perceived value can be described as what consumers get hold of as a alternate-off for what they have given (Kumar & Reinartz, 2016). According to Piercy (2016), there are seven elements that together form the infrastructure for delivering customer value, namely:

1. Environmental, meaning the physical environment where consumers feel a connection with the product.

2. Sensory, meaning what is seen, heard, felt, physical sensations, discomfort, reactions emotional, aesthetic characteristics of merchandise, and psychological feelings related to the consumer's environment.

3. Interpersonal, meaning interactions between consumers and staff or consumers and other consumers which are part of the overall experience including a sense of friendship, friendliness, helpfulness, appearance physical, and staff competency in carrying out their duties.

4. Procedural, meaning the procedures implemented by business entities to serve consumers when in contact.

5. Deliverable, meaning something experienced by consumers when receiving service.

6. Informational, meaning all the information that consumers need

7. Financial, meaning everything that consumers pay to get an experience or product.

C. Price

Product price is by using all money owed the principle direct thing that creates profits and demonstrates the fulfillment or disappointment of an item or administration. as a result, the scientists on this observe decided to accentuate this angle. Concurring toAl-Salamin et al., (2015), splendid prices of extraordinary manufacturers adversely influence the buying gadget. younger humans need to shop for brands, however they can't because they cannot have the funds for it. the principle part of the promoting blend that creates income is value, whilst all of the other things produces fees. That fee, according to Komariah (2019), is the amount paid for a selected product. As in step with (Fauzyah et al., 2021) that price is how a lot really worth paid for an item or administration. fee is the amount of all values given with the aid of clients to gather advantages from shopping for or utilizing an object or management. the quantity that clients pay the vendor in exchange for the products or services they purchase is called the charge. at the give up of the day, estimating is the really worth given to the supplier on an object (Owen et al., 2023) Kotler and Armstrong inAriana et al., (2016) made sense of that there are four measures or markers that describe costs, to be specific cost moderateness, price reasonableness to object high-quality, fee reasonableness to advantages, and fee appropriateness or value seriousness. The 4 cost measures are as per the following:

1. Price Affordability clients can arrive at the prices set by the company. In most cases, a single brand carries more than one product sorts, and the costs variety from the cheapest to the maximum highly-priced. quite a few people buy the product because the fees are affordable.

2. Price conformity with product quality price is normally applied as a mark of price for buyers. because they understand a difference in quality, consumers often select the object with a higher rate. Assuming that the value is higher, people will extra frequently than not anticipate that the first-rate is additionally better.

3. Matching Price with Benefits, If a product's perceived advantages outweigh the fee, customers are more likely to buy it. Assuming customers feel that the benefits of the item aren't exactly the cash spent, customers will consider that the object is high priced and consumers will mull over creating a recurrent buy.

4. Price according to Ability or Price Competitiveness, customers frequently comparison the value of an item and special objects, for this case the cost of an item is high-priced and modest is surely concept about through purchasers at the same time as buying that object.

D. Product Competitiveness

In a narrow sense, competition is companies trying their best to get customers to buy their products instead of competitors' products, therefore there will be winners and losers (Sarwono inHalim & Iskandar, 2019). customers to buy a particular item, where the customer must choose an alternative option from several existing problems(Rahayu & Cahyani, 2023).Fauzi, (2015) states that competition in the showcasing putting is what is going on where agencies searching for unique items or administrations will showcase their separate benefits, in spite of the entirety being restricted through particular tips to reach at their clients. object seriousness is the potential of an object or management to contend simply and maintain up with its scenario within the market within the midst of contending gadgets provided by means of contenders (Sudirjo, 2023).

The diploma to which a product is able to meet or exceed client expectations in assessment to comparable products offered by means of competing groups is referred to as competitiveness. item depth not absolutely settled via the item's potential to deliver introduced incentive for buyers, address customer issues and wants, and proposition incidence past contenders (Ahmad et al., 2020). Barney and Hesterly, (2019) There are some additives that add to item seriousness together with:

1. Quality, that means gadgets that are splendid first-class, solid and reliable can be extra wanted with the aid of customers.

2. Features and functions, that means items that provide unrivaled or imaginitive highlights and works can be greater attractive to buyers. shoppers who're searching for an progressed arrangement or enjoy.

3. Price, that means the value of the object need to be as per the well worth introduced in light of the reality that gadgets with extreme prices and as according to the advantages gave may be greater appealing to consumers.

4. Differentiation, that means the object's capacity to separate itself from competitors as far as advantages, emblem picture, or consumer revel in can increment engaging first-class on the lookout.

5. Customer service, meaning friendly, that means cordial, responsive and supportive consumer help can in addition increase client view of objects and brands, and make all of the greater lengthy haul severe regions of energy for connections.

6. Brand reputation, that means clients can believe and be assured in a logo if it has a advantageous reputation that encourages them to buy its products

7. Distribution, consequently, product accessibility through effective and giant distribution channels also contributes to marketplace competitiveness.

E. Product Competitiveness

ustomer satisfaction is the degree of client sentiments in the wake of contrasting apparent help execution contrasted and assumptions (Kotler & Keller, 2016). Satisfaction arises because the desire or hope for a product or service is fulfilled (Princess, 2017). Customers who are happy are more likely to live with a enterprise for an extended time frame, to be less fee-touchy, and to charge the organisation particularly. every business that will pay attention to customer delight reaps some of primary benefits, one in every of that is an an increasing number of favorable corporation reputation amongst clients and the majority, and can encourage the creation of customer loyalty which makes it possible for the company, increase profits, harmonious relationships between the

company and customers, and encourage everyone in the company. to work for a better purpose (Purwana, 2018). Indicators for measuring customer satisfaction according to Hadiyan & Yusuf, (2023) are:

1. Product quality, meaning that buyers feel fulfilled assuming the assessment results show that the item they use is of excellent.

2. Emotional, meaning that consumers feel confident and proud about the product they use, not because of its quality but rather because of the social value that makes customers happy with it.

3. Price, meaning a product that has a similar quality however set a generally less expensive value which will offer higher benefit to customers.

4. Cost, meaning consumers will feel fulfilled on the off chance that they don't need to pay extra expenses or sit around idly to get an item.

5. Service, meaning that ff the service they receive is satisfactory or meets their expectations, customers will be satisfied.
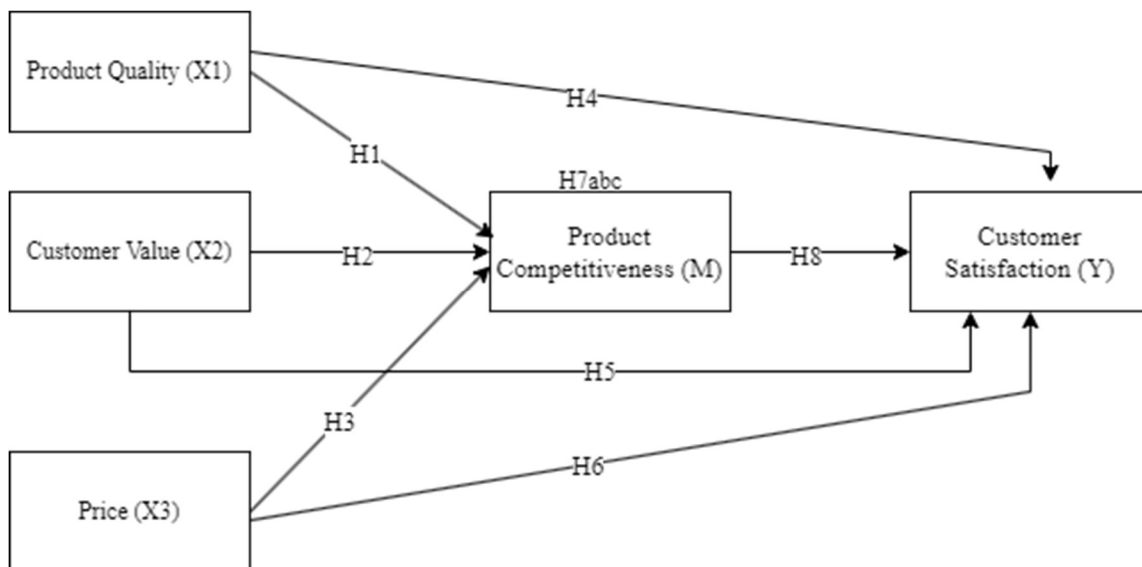
F. Framework of Thought

Fig I. Framework of Thought

G. Hypothesis

H1:   Product quality has a positive and significant effect on product competitiveness

H2:   Customer value has a positive and significant effect on product competitiveness.

H3:   Price has a positive and significant effect on product competitiveness.

H4:   Product quality has a positive and significant effect on customer satisfaction

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

H6:   Pricepositive and significant effect on Customer Satisfaction.

H7a: Product competitiveness mediates product quality on customer satisfaction.

H7b: Product competitiveness mediates customer value on customer satisfaction.

H7c: Product competitiveness mediates price on customer satisfaction.

H8:   Product competitiveness has a positive and significant effect on customer satisfaction.

III.   RESEARCH METHOLOGY

This look at become carried out on the Golden kids shop in Bandar Lampung. it'll discuss how product competitiveness on the Golden kids shop in   Bandar   Lampung   is   mediated with   the   aid   of the outcomes of   product excellent, rate, and consumer fee on client pride. Primary data is data that comes from researchers conducting observations, interviews and distributing questionnaires. Secondary data comes from articles and the Golden Kids Shop in Bandar Lampung. The populace in this study was 150 purchasers of the Brilliant Children Shop in Bandar Lampung. In this study, gender, age, and buyer intensity were used as criteria for the purposive sampling method. 109 individuals were used as samples in this study.

Determining in this study, the slovin formula was used to determine the sample size.:

$$n = \frac{N}{1+N(e)^2}$$

Information:

n = Number of Samples

N = Population Size

e = Error rate (error limit) using 5% or 0.05

Based on the formula above, the number of samples in this study is:

$$n = \frac{150}{1+150(0,05)^2}$$

$$n = \frac{150}{1,375}$$

$$n = 109$$

So, the sample in this study was customers at the Golden Kids Shop with a total of 109 respondents.

The information examination approach utilized on this exploration is a quantitative investigation strategy making use of SmartPLS. The Likert scale applied on this look at is going from 1 to five, where 1 demonstrates that the respondent firmly cannot assist contradicting the declaration given, at the same time as five shows that the respondent emphatically consents with the announcement. (Cahyani and Rahayu, 2023). The respondent's perspective on every announcement can be given a score of one significance firmly deviate (STS) to a rating of 5 importance emphatically concur (SS). The Outer version and internal version are the varieties of analysis used. outside model investigation turned into finished utilizing legitimacy and unwavering great checks.

The legitimacy check fashions carried out are United Legitimacy and Discriminant Legitimacy. The dependability check utilized on this exploration utilized the Composite Unwavering nice and Cronbach alpha techniques. according to Sekaran in Dwi Priyatno in Susanto (2015), reliability of much less than zero.6 is terrible, while reliability of 0.7 or higher is suitable. inner model research is carried out to guarantee that the underlying version fabricated regions of electricity for is unique. The R-square, the F-rectangular, and the VIF (Multicollinearity) take a look at are a few signs that may be used to see the analysis degrees that have been accomplished while comparing the structural version. In maximum cases, the tolerance and VIF values in the linear regression outcomes may be used to determine whether or not or now not multicollinearity is gift. the rule of thumb for figuring out if a version has multicollinearity or now not is at the off risk that the VIF esteem is < 10 and has a resistance esteem > zero.1 then multicollinearity doesn't take place, alternatively on the off danger that the VIF esteem is > 10 and has a resilience esteem < 0.1 then multicollinearity occurs. hypothesis testing is finished through taking a gander on the gauge for way coefficients table. checking out in this exploration changed into done utilising a bootstrapping approach. the following system can be used to calculate the importance of the have an effect on that or more unbiased variables have on the established variable the usage of a couple of linear regression analysis:

$$Y = \alpha + b1X1 + b2X2 + b3X3 + b4X4 + e$$

Where:

Y: Satisfaction

a: Constant Value

b1: Regression coefficient with variable X1

b2: Regression coefficient with variable X2

b3: Regression coefficient with variable X3

b4: Regression coefficient with variable X4

X1: Product quality

X2: Customer value

X3: Price

X4: Product competitiveness

e: error term

Hypothesis testing is carried out using the t-test, namely an incomplete test to test the effect of the loose element at the reliant variable to a degree. The coefficient of assurance (R2) is applied to parent out how big the fee commitment of the effect of the unfastened factors collectively is at the dependent variable.

IV. RESULTS AND DISCUSSION

A. Respondent Description

This research took a sample of 109 customers of the Golden Kids Shop in Bandar Lampung. From this sample, the majority of respondents were women (73%, n=80) and men (27%, n=29), the customer age range was 20 to 60 years, as well as the customer's purchasing intensity. The details are presented in Table 1 below:

Table I. Profile and Characteristics of Respondents (n=109)

Characteristics	Information	Amount	Percentage
Gender	Man	29	27%
	Woman	80	73%
	20-30	36	33%
Age	31-40	19	17%
	41-50	42	39%
	51-60	12	11%
	Customers spend >500,000	41	38%
Purchase Intensity	Regular customer >6 months	48	44%
	Customers visit >3 times a month	20	18%

B. Validity Test

The validity test is used to decide the validity of a questionnaire (Ghozali et al., 2018). Survey legitimacy is considered as carried out within the event that the inquiries in the poll can precisely mirror the idea or variable expected via the survey. A valid instrument shows that the instrument can accurately and correctly measure the aspect it wants to measure. Table 2 shows that the variables product quality (X1), price (X2), customer value (X3), product competitiveness (M) and customer satisfaction (Y) with Convergent Validity and Discriminant Validity.

a. Convergent Validity

- Outer Loading

    The outer loading is tested at some point of the validity take a look at. A pointer is proclaimed tremendous on the off threat that it has a stacking component above 0.7. SmartPLS output for loading factor gives the following results

Table II. Outer Loading

	PRODUCT COMPETITIVENESS	PRODUCT QUALITY	CUSTOMER VALUE	PRICE	CUSTOMER SATISFACTION
M.1	0.888				
M.2	0.939				
M.3	0.910				
M.4	0.906				
X1.1		0.940			
X1.2		0.940			
X1.3		0.941			
X1.4		0.933			
X1.5		0.939			
X1.6		0.927			
X2.1			0.934		
X2.2			0.898		

X2.3	0.929		
X2.4	0.907		
X2.5	0.908		
X2.6	0.894		
X2.7	0.932		
X2.8	0.915		
X2.9	0.929		
X2.10	0.928		
X2.11	0.927		
X2.12	0.865		
X2.13	0.920		
X2.14	0.902		
X2.15	0.936		
X2.16	0.881		
X2.17	0.902		
X2.18	0.915		
X2.19	0.897		
X2.20	0.893		
X2.21	0.896		
X2.22	0.882		
X3.1		0.909	
X3.2		0.885	
X3.3		0.890	
X3.4		0.885	
Y.1			0.893
Y.2			0.867
Y.3			0.881
Y.4			0.898
Y.5			0.855

Source: Smart PLS Program Output (2024).

All indicators in the table and figure above have a loading factor of more than 0.70, which shows that these indicators are reliable indicators for measuring the construct.

- Average Variance Extracted *(AVE)*

Another method to see the validity of data is by looking at the value of the average variance extracted (AVE) at the square root. The suggested esteem is 0.5. Coming up next are the AVE values in this examination:

Table III. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Customer value	0.826
Price	0.796
Customer satisfaction	0.773
Product quality	0.878
Product competitiveness	0.830

Source: Smart PLS Program Output (2024).

The table above gives an AVE esteem above 0.5 for all develops contained in the exploration model, which means it meets the requirements.

b. *Discriminant Validity*

- Cross Loading

Cross Loading is an evaluation of discriminant validity on measurement items. Each measurement item has a higher correlation with variables that are correlated with other variables. Overall, each item is more correlated with the variable it measures or the discriminant validity evaluation is met.

Table IV. Cross Loading

	Product competitiveness	Product quality	Customer value	Price	Customer satisfaction
M.1	0.888	0.708	0.734	0.636	0.743
M.2	0.939	0.745	0.771	0.698	0.801
M.3	0.910	0.720	0.796	0.721	0.815
M.4	0.906	0.774	0.740	0.645	0.768
X1.1	0.788	0.940	0.758	0.653	0.761
X1.2	0.731	0.940	0.697	0.572	0.737
X1.3	0.729	0.941	0.671	0.576	0.736
X1.4	0.765	0.933	0.716	0.654	0.774
X1.5	0.735	0.939	0.701	0.599	0.738
X1.6	0.793	0.927	0.771	0.656	0.768
X2.1	0.761	0.695	0.934	0.666	0.769
X2.2	0.771	0.703	0.898	0.731	0.788
X2.3	0.743	0.670	0.929	0.678	0.758
X2.4	0.756	0.723	0.907	0.690	0.789
X2.5	0.756	0.699	0.908	0.668	0.781

	Product competitiveness	Product quality	Customer value	Price	Customer satisfaction
X2.6	0.759	0.669	0.894	0.686	0.776
X2.7	0.741	0.700	0.932	0.682	0.768
X2.8	0.747	0.712	0.915	0.688	0.776
X2.9	0.776	0.723	0.929	0.707	0.805
X2.10	0.774	0.712	0.928	0.697	0.797
X2.11	0.785	0.696	0.927	0.671	0.808
X2.12	0.769	0.726	0.865	0.676	0.791
X2.13	0.749	0.673	0.920	0.659	0.753
X2.14	0.754	0.711	0.902	0.670	0.795
X2.15	0.772	0.724	0.936	0.702	0.790
X2.16	0.738	0.680	0.881	0.762	0.786
X2.17	0.777	0.692	0.902	0.666	0.801
X2.18	0.771	0.723	0.915	0.704	0.790
X2.19	0.756	0.653	0.897	0.723	0.797
X2.20	0.755	0.690	0.893	0.737	0.778
X2.21	0.725	0.676	0.896	0.728	0.784
X2.22	0.754	0.714	0.882	0.715	0.789
X3.1	0.689	0.602	0.723	0.909	0.792
X3.2	0.633	0.572	0.644	0.885	0.691
X3.3	0.684	0.629	0.721	0.890	0.776
X3.4	0.640	0.555	0.640	0.885	0.759
Y.1	0.780	0.705	0.725	0.733	0.893
Y.2	0.711	0.680	0.755	0.728	0.867
Y.3	0.735	0.726	0.786	0.766	0.881
Y.4	0.761	0.734	0.809	0.773	0.898
Y.5	0.787	0.684	0.720	0.722	0.855

Source: Smart PLS Program Output (2024).

- Fornell-Lacker Criterion

A build is meant to be large by using contrasting the root well worth of the AVE (Fornell-Larcker basis) with the connection esteem among idle factors. The correlation among latent variables should be extra than the basis value of AVE. by way of evaluating the correlation fee between latent variables and the root value of the AVE (Fornell-

Larcker Criterion), a assemble is said to be valid. The correlation among latent variables have to be greater than the basis price of AVE.

Table V. Fornell-Lacker Criterion

	Customer value	Price	Customer satisfaction	Product quality	Product competitiveness
Customer value	0.909				
Price	0.766	0.892			
Customer satisfaction	0.864	0.847	0.879		
Product quality	0.769	0.661	0.803	0.937	
Product competitiveness	0.835	0.742	0.859	0.809	0.911

Source: Smart PLS Program Output (2024)

C. Reliability Test

Reliability testing as a tool for assessing questionnaires as indicators of variables or constructs (Ghozali et al., 2018). The reliability or reliability of a questionnaire is considered good if over time, respondents' responses to questions remain consistent. Unwavering quality testing was helped out through the Brilliant PLS program utilizing composite dependability estimations with a solid worth of > 0.8 and Cronbach alpha, the consequences of which were viewed as dependable on the off chance that the Cronbach alpha worth was >0.6.

a. Composite Reliability

To determine composite reliability, consistent with Chin, 1998 and Latan & Ghozali (2012), the composite reliability of a assemble may be said to have excessive reliability or reliability if its fee is extra than zero.8, whilst a fee of greater than zero.6 suggests that it is quite reliable.

Table VI. Composite Reliability

	Composite Reliability
Customer value	0.991
Price	0.940
Customer satisfaction	0.944
Product quality	0.977
Product competitiveness	0.951

Source: Smart PLS Program Output (2024)

Based on the research results above, we can see that the composite reliability value shows high results or is reliable because for each variable it shows a number above 0.8.

b. Cronbach's Alpha

The reliability test can also be strengthened with Cronbach's alpha, where the output in this study gives the following results:

Table VII. Cronbach's Alpha

	Cronbach's Alpha
Customer value	0.990
Price	0.915
Customer satisfaction	0.926
Product quality	0.972
Product competitiveness	0.932

Source: Smart PLS Program Output (2024)

The recommended value for Cronbach's alpha is above 0.6 so it very well may be seen from the information over that the examination information is as per the Cronbach's alpha worth which is more than 0.6

D. Inner Model Analysis

Assessment of the primary version (inner model) is completed to assure that the underlying version fabricated areas of power for is specific. The examination ranges finished within the evaluation of the number one version are visible from a few markers, especially:

a. R-Square

Table VIII. R-Square

	R Square	R Square Adjusted
Customer satisfaction	0.870	0.865
Product competitiveness	0.779	0.772

Source: Smart PLS Program Output (2024)

From the information above, it tends to be seen that the R-Square qualities show upsides of 0.870 and 0.779. This worth shows that the consumer loyalty variable has an impact of 87% and the rest is affected by different factors and this worth shows that the item intensity variable has an impact of 77.9% and the rest is impacted by different factors

b. F-Square

A researcher should use effect size or f-square to determine the magnitude of the influence between variables in addition to determining whether or not there is a significant relationship between them (Wong, 2013). The f square worth is 0.02 as little, 0.15 as medium, and the worth 0.35 as huge. It is possible to disregard or disregard values less than 0.02 (Sarstedt et al., 2021).

Table IX. F-Square

	Customer value	Price	Customer satisfaction	Product quality	Product competitiveness
Customer value			0.121		0.217
Price			0.377		0.060
Customer satisfaction					
Product quality			0.081		0.252
Product competitiveness			0.091		

Source: Smart PLS Program Output (2024)

So, in light of the table of F Square qualities above, there is no enormous impact size with the measures of F Square > 0.35 and there is a medium impact, to be specific with F Square between 0.15 to 0.35, in practically all factors. In the mean time, in this examination, the F-Square test has a little worth on the grounds that the F Square worth is in the scope of 0.02 to 0.15. In the interim, there is no immaterial impact since not a single one of them has a f square worth <0.02.

E. VIF Test (Multicollinearity)

Multicollinearity is a peculiarity where at least two free factors or exogenous develops are exceptionally corresponded, making the model's prescient capacity be poor (Sekaran and Bougie, 2016). In a regression model, multicollinearity between independent variables can be found using the VIF (Variance Inflation Factor) test. VIF measures the degree to which linear correlation with other variables causes an increase in the estimated coefficient's variance. The VIF esteem should be under 5, since more than 5 shows collinearity between develops (Sarstedt et al., 2021).

Table X. Multicollinearity Test

	Customer value	Price	Customer satisfaction	Product quality	Product competitiveness
Customer value			4,176		3,431
Price			2,644		2,493
Customer satisfaction					
Product quality			3,161		2,524
Product competitiveness			4,516		

Source: Smart PLS Program Output (2024)

F. Hypothesis Testing

To test hypotheses using smartPLS by looking at the estimate for path coefficients table. Testing in this research was carried out using a bootstrapping procedure.

Table XI. Hypothesis Testing (Boot Straping)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product quality -> product competitiveness	0.376	0.381	0.049	7,741	0,000
Customer value -> product competitiveness	0.406	0.399	0.072	5,637	0,000
Price -> product competitiveness	0.183	0.187	0.079	2,304	0.022
Product quality -> customer satisfaction	0.182	0.193	0.088	2,066	0.039
Customer value -> customer satisfaction	0.256	0.255	0.082	3,114	0.002
Price -> customer satisfaction	0.359	0.356	0.061	5,907	0,000
Product quality -> product competitiveness -> customer satisfaction	0.087	0.086	0.028	3,082	0.002
Customer value -> product competitiveness -> customer satisfaction	0.094	0.089	0.031	3,051	0.002
Price -> product competitiveness -> customer satisfaction	0.042	0.042	0.021	2,009	0.045
Product competitiveness -> customer satisfaction	0.231	0.224	0.066	3,492	0.001

Source: Smart PLS Program Output (2024)

Based on the data above, P values are produced which show results below 0.05 which can be explained as follows:

1. Product competitiveness is positively and significantly impacted by product quality. It has a P worth of 0.000, where this worth is critical in light of the fact that it is more modest than 0.05, so one might say that there is a huge connection between item quality and a positive and tremendous impact on item seriousness. The worth 0.376 shows a positive worth so one might say that item quality has a huge positive relationship. As a result, the first hypothesis is true.

2. Product competitiveness is positively impacted by customer value. It has a P value of 0.000, which indicates that there is a significant relationship between customer value and product competitiveness in a positive and significant way. This value is significant because it is less than 0.05. The worth 0.406 demonstrates a positive worth so one might say that client esteem has a critical positive relationship. So the subsequent speculation is acknowledged.

3. Product competitiveness is positively and significantly impacted by price. It has a P worth of 0.022, where this worth is huge on the grounds that it is more modest than 0.05, so one might say that there is a critical connection among cost and meaningfully affects item intensity. The value of 0.183 indicates a positive value, indicating a significant positive relationship between price and value. So the third speculation is acknowledged.

4. Customer satisfaction is significantly influenced by product quality. It has a P worth of 0.039, where this worth is critical on the grounds that it is more modest than 0.05, so one might say that there is a huge connection between item quality and a positive and massive impact on consumer loyalty. Product Quality has a significant positive relationship because the value 0.182 indicates a positive value. So the fourth speculation is acknowledged.

5. Positive and significant effect of customer value on customer satisfaction. It has a P worth of 0.002, where this worth is huge on the grounds that it is more modest than 0.05, so one might say that there is a critical connection between

client esteem and a positive and tremendous impact on consumer loyalty. Since the value of 0.256 indicates a positive value, it is possible to assert that customer value is significantly correlated with this value. So the fifth speculation is acknowledged.

6. Price has a significant and positive impact on customer satisfaction. It has a P value of 0.000, which indicates that there is a significant relationship between Price and has a positive and significant effect on Customer Satisfaction. This value is significant because it is less than 0.05. The worth 0.359 demonstrates a positive worth so one might say that cost has a critical positive relationship. As a result, the sixth hypothesis is approved.

7. Product competitiveness influences customer satisfaction via product quality. It has a P worth of 0.002, where this worth is huge in light of the fact that it is more modest than 0.05, so one might say that there is a connection between item seriousness intervening item quality and consumer loyalty. With a value of 0.087, we can conclude that product competitiveness acts as a mediator between product quality and customer satisfaction. So the seventh speculation is acknowledged.

8. Customer value and satisfaction are mediated by product competition. It has a P value of 0.002, which indicates that product competitiveness mediates customer value and customer satisfaction. This value is significant because it is less than 0.05. Since the value of 0.094 indicates a positive value, it is possible to assert that product competitiveness acts as a mediator between customer satisfaction and customer value. As a result, the eighth hypothesis is approved.

9. Item intensity intervening cost on consumer loyalty. It has a P worth of 0.045, where this worth is critical in light of the fact that it is more modest than 0.05, so one might say that there is a connection between item seriousness intervening cost and consumer loyalty. Since the value of 0.042 indicates a positive value, product competitiveness acts as a mediator between price and customer satisfaction. So the 10th speculation is acknowledged.

10. Item seriousness positive and tremendous impact on consumer loyalty. It has a P worth of 0.001, where this worth is huge in light of the fact that it is more modest than 0.05, so one might say that there is a critical connection between item seriousness and affects consumer loyalty. Product competitiveness has a significant positive relationship because the value 0.231 indicates a positive value. As a result, the sixth hypothesis is approved.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

In view of the exploration results and conversations that have been portrayed, it tends to be finished up as follows:

1. With a P value of 0.000 and a coefficient of 0.376, this study demonstrates that product quality (X1) has a positive and significant impact on product competitiveness (M) and customer satisfaction (Y), respectively. This suggests that increasing the quality of a product (X1) has the potential to significantly boost product competitiveness and customer satisfaction.

2. *Customer value*(X2) is likewise demonstrated to significantly affect item seriousness (M) with a P worth of 0.000 and a coefficient of 0.406, as well as on consumer loyalty (Y) with a P worth of 0.002 and a coefficient of 0.256. This affirms that the worth saw by clients assumes a significant part in expanding item seriousness and consumer loyalty.

3. Price (X3) has a advantageous and widespread have an impact on on product competitiveness (M) with a P cost of zero.022 and a coefficient of zero.183, as well as on client pleasure (Y) with a P fee of 0.000 and a coefficient of 0.359. This indicates that placing the proper charge can boom product competitiveness and purchaser satisfaction.

4. *Product competitiveness*(M) mediates the connection between product quality (X1), customer value (X2), and price (X3) on customer satisfaction (Y). Product competitiveness itself has a advantageous and tremendous impact on customer delight with a P price of 0.001 and a coefficient of 0.231. This shows that product competitiveness is not best essential as a determining component for client pleasure, but also capabilities as a mediator that strengthens the

connection among product nice, client fee, charge and customer satisfaction. consequently, all hypotheses (H1-H8) are approved.

B. Recommendations

In light of the ends illustrated over, the analyst gives ideas to the Brilliant Children Shop in Bandar Lampung as follows:

1. Improving product quality: considering product quality has a substantial impact on product competitiveness and customer satisfaction, Golden Kids Bandar Lampung Store must continue to improve the quality of its products. These efforts will help maintain and increase product competitiveness and increase customer satisfaction.

2. Optimizing customer value: customer perceived value is demonstrated to have a positive and huge influence in product competitiveness and customer satisfaction. Therefore, the Golden Kids Bandar Lampung Store must focus on strategies that increase the value received by customers. This can be done by improving customer service and adding added value to the products offered.

3. Competitive pricing: competitive pricing not only increases product competitiveness but also customer satisfaction. The Golden Kids Bandar Lampung store needs to implement an appropriate and competitive pricing technique to guarantee the item stays alluring on the lookout.

4. Strategy to increase product competitiveness: Considering the importance of product competitiveness as a mediator between product quality, customer value, price and customer satisfaction, Golden Kids Bandar Lampung Store must focus on strategies that strengthen product competitiveness. This strategy can include product innovation, technological improvements, and effective marketing strategies.

5. Continuous monitoring and evaluation: It is important for the Golden Kids Bandar Lampung Store to continuously monitor and evaluate the impact of product quality, customer value and price on product competitiveness and customer satisfaction. Data obtained from this monitoring will help in pursuing more educated choices and growing more viable methodologies.

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