Factors Influencing Customer Satisfaction in Woven Fabric Business Mediated by Trust Intention and Emotions

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Submitted:
FEBRUARY 2025

Accepted:
MAY 2025

ABSTRACT

This study aims to analyze the effect of total quality management and digital marketing on customer satisfaction with trust intention and emotional response as mediating variables in small woven fabric businesses in an area. This quantitative study used 150 respondents and was processed with SmartPLS 4.0. The results show that digital marketing has a significant effect on customer satisfaction (p = 0.000) and emotional response (p = 0.001), but not significant on trust intention (p = 0.085). Emotional response and total quality management have a significant effect on customer satisfaction (p = 0.000). Quality management also has a significant effect on emotional response (p = 0.045) and trust intention (p = 0.000). Trust intention has a significant effect on emotional response (p = 0.000). In terms of mediation, digital marketing has a significant effect on customer satisfaction through emotional response (p = 0.006), while total quality management has a significant effect through trust intention and emotional response (p = 0.01). These results are expected to be a reference in improving service quality and policy making.

***Keywords**: Customer Satisfaction, Digital Marketing, Emotional Response, Quality Management, Trusting Intention*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh manajemen mutu total dan pemasaran digital terhadap kepuasan pelanggan dengan niat percaya dan respons emosional sebagai variabel mediasi pada usaha kain tenun kecil di suatu daerah. Penelitian kuantitatif ini menggunakan 150 responden dan diolah dengan SmartPLS 4.0. Hasil menunjukkan pemasaran digital berpengaruh signifikan terhadap kepuasan pelanggan (p = 0.000) dan respons emosional (p = 0.001), namun tidak signifikan terhadap niat percaya (p = 0.085). Respons emosional dan manajemen mutu total

JIMKES

Jurnal Ilmiah Manajemen Kesatuan
Vol. 13 No. 3, 2025
pp. 1755-1768
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v13i3.3257

berpengaruh signifikan terhadap kepuasan pelanggan (p = 0.000). Manajemen mutu juga berpengaruh signifikan terhadap respons emosional (p = 0.045) dan niat percaya (p = 0.000). Niat percaya berpengaruh signifikan terhadap respons emosional (p = 0.000). Secara mediasi, pemasaran digital berpengaruh signifikan terhadap kepuasan pelanggan melalui respons emosional (p = 0.006), sedangkan manajemen mutu total berpengaruh signifikan melalui niat percaya dan respons emosional (p = 0.01). Hasil ini diharapkan menjadi acuan dalam peningkatan kualitas layanan dan pengambilan kebijakan.

***Kata kunci**: Kepuasan Pelanggan, Manajemen Kualitas, Niat Percaya, Pemasaran Digital, Respon Emosional.*

INTRODUCTION

Weaving, one of humanity's oldest crafts, dates back to the Paleolithic period, inspired by natural structures like spider webs and bird nests (Sedo et al., 2020; Annisa & Hasoloan, 2021). In Indonesia, it has evolved into a diverse cultural tradition, with North Sumatra's Batak tribes—Toba, Karo, Mandailing, Simalungun, and Pakpak—producing unique woven fabrics such as Ulos, Uis, Hiou, Oles, and Abit (Aris et al., 2011; Jafarpour & Andalib, 2016). These textiles not only hold cultural significance but also show strong commercial potential. Recognizing this, the Ministry of Industry (2023) has supported weaving SMEs through infrastructure and technical assistance, including the use of non-machine looms (*Alat Tenun Bukan Mesin*/ATBM) and machine looms (*Alat Tenun Mesin*/ATM) to meet global market standards.

Despite these advancements, weaving producers in North Sumatra—particularly those targeting Medan City—still struggle with customer satisfaction. A pre-survey in May 2024 of 30 respondents indicated that product availability is lacking, with most consumers rating it as only "quite available". This suggests a supply-demand mismatch. Moreover, motivational and pricing factors strongly influenced satisfaction, supporting earlier findings by Baskerville (2007) and Venaik et al. (2023), who emphasized the roles of pricing, quality, and service. Consumer satisfaction is crucial in the textile industry and depends on how well perceived product performance matches expectations (Beldad et al., 2010; Kuen et al., 2023). When expectations are exceeded, satisfaction and delight follow, whereas unmet expectations lead to dissatisfaction. Berry (1995) argues that timely and context-appropriate service is key to satisfaction. Therefore, weaving businesses must not only provide high-quality products but also manage consumer expectations effectively. Increasingly, factors like product design, emotional connection, and digital engagement are shaping satisfaction.

Product quality now encompasses not just durability, but also design aesthetics, material selection, and brand image (Chang & Chen, 2008; Qalati et al., 2021). Concurrently, digital marketing has become a vital strategy to enhance brand visibility and engagement (Chang et al., 2014). With widespread social media use, customers expect easy access to product information and purchasing options. While weaving SMEs are starting to adopt digital strategies, their success varies. In this context, trust becomes essential. Doney and Cannon (1997) suggest, trust underpins buyer–seller relationships, especially in online environments where physical interaction is limited. However, gaps remain in understanding the relationship between digital marketing, total quality management (TQM), and customer satisfaction, especially in traditional sectors like weaving. Harn et al. (2006) and Pasianus and Kana (2022) highlights the significant impact of service quality, while Forman (2008) and Neama et al. (2016) claim its influence is minimal. Similarly, although digital marketing is praised for building engagement, its efficacy in culturally rooted SMEs like weaving remains unclear. Moreover, the mediating role of trusting intention between marketing/operational practices and emotional responses has been largely overlooked. As noted by Cheung and Lee (2006) and Aris et al. (2011), both trust and emotional engagement are crucial for long-term customer loyalty. In light of these issues, the current study explores how digital marketing and TQM influence emotional response and customer satisfaction, with trusting intention as a mediating variable. Focusing on woven fabric consumers in Medan City, North Sumatra, this research seeks to bridge existing gaps by integrating trust and emotional factors into assessments of traditional textile marketing and production. The findings are expected to offer valuable insights for enhancing the competitiveness of local weaving SMEs in both domestic and international markets.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Quality Management, Digital Marketing on Customer Satisfaction

Customer satisfaction represents consumers' emotional and cognitive responses after evaluating their consumption experience. Kristanto et al. (2022) it arises when a product or service meets or exceeds expectations and Pontoh et al. (2014), Mulyaningsih and Suasana (2016), Prabowo (2018), and Sopiyan (2022) is considered an emotional reaction to this experience. Satisfied customers are more likely to repurchase, remain loyal despite competitors' promotions, and advocate for the brand. Satisfaction is shaped not only by rational judgment but also by emotional, managerial, and relational aspects. Emotional responses—triggered by aesthetics, brand personality, and alignment with self-expression—enhance the overall experience (Nguyen & Nagase., 2019; Kristanto et al., 2022; Azhari et al., 2023).

Total Quality Management (TQM) significantly influences satisfaction. Effective quality control, ISO certifications, and reduced defect rates can enhance perceived product reliability and trust (Kristanto et al., 2022; Miao et al., 2022). A reliable management system signals commitment to customer expectations and value fulfillment. Digital marketing also plays a vital role in shaping satisfaction. It strengthens communication, enhances interaction, and allows for personalized engagement, all of which increase customer value and connection (Khakim et al., 2015; Iriyanti et al., 2016; Fadhli & Pratiwi, 2021; Utomo et al., 2023). Interactive marketing fosters feelings of being heard and appreciated. Trust is another key factor. Trusting belief and trusting intention—confidence in a company's integrity, goodwill, and competence—build long-term satisfaction (Doney & Cannon, 1997; Cheung & Lee, 2006; Purwanto et al., 2016). Overall, satisfaction emerges from a dynamic combination of quality management, digital interaction, emotional response, and trust.

H1: Quality management has a significant effect on customer satisfaction.
H2: Digital marketing has a significant effect on customer satisfaction.
H3: Trusting intention has a significant effect on customer satisfaction.
H4: Emotional response has a significant effect on customer satisfaction.

Quality Management, Digital Marketing on Trusting Intention

Good quality management can build consumer trust by enhancing perceptions of the company's competence, integrity, and reliability, which ultimately increases consumer confidence in making purchasing decisions (Purwanto et al., 2016; Laura, 2016; Otopah, 2024). When a company consistently demonstrates a strong commitment to delivering high-quality products or services, customers are more likely to perceive the company as dependable. This sense of reliability and professionalism builds a positive impression that the company values excellence and is capable of meeting customer expectations. As a result, consumers are more willing to place their trust in the company, which strengthens their intention to continue engaging in transactions with the brand.

On the other hand, transparent and interactive digital marketing strategies also play an important role in increasing customer credibility and trust. By offering customers exposure to relevant, engaging, and accurate digital information, companies can shape perceptions and reinforce positive customer experiences (Chang & Chen, 2008; Khakim et al., 2015; Qalati et al., 2021; Halim et al., 2023). Digital platforms provide a space for two-way communication, allowing companies to directly interact with their customers, respond to feedback, and build emotional connections. This interaction not only enhances perceived integrity but also signals goodwill and openness. Through consistent and responsive digital engagement, customers are more likely to view the company as trustworthy and credible.

H5: Quality management has a significant effect on trusting intention.
H6: Digital marketing has a significant effect on trusting intention.

Trusting Intention, Quality Management, Digital Marketing on Emotional Response

When consumers feel confident in a seller, they are more likely to experience positive emotions, such as comfort, security, and satisfaction, which contribute to a favorable emotional response throughout the purchasing process (Aris et al., 2011; Purwanto et al., 2016; Jafarpour & Andalib, 2016). Trust minimizes doubts and uncertainties, allowing consumers to feel more relaxed and emotionally engaged during transactions. This emotional comfort plays a vital role in shaping consumers' overall perceptions and their likelihood of forming long-term loyalty to the brand.

Additionally, high-quality products or services can evoke emotional responses like admiration, excitement, or pride, particularly when associated with the product's aesthetic appeal and the brand's personality (Kristanto et al., 2022). Consumers often associate quality with value, which can lead to deeper emotional attachment and satisfaction. These responses are intensified when the brand consistently delivers performance aligned with its promises, enhancing emotional connections. Moreover, the use of emotionally resonant digital marketing strategies—such as compelling visuals, interactive and personalized messaging, and brand storytelling—can significantly enhance consumer emotional responses (Chang et al., 2014; Fadhli & Pratiwi, 2021; Hanif et al., 2024). Digital marketing allows brands to communicate beyond features and prices, tapping into emotional narratives that make the consumer feel understood and valued. Through continuous engagement and tailored experiences, emotional responses can be cultivated more effectively, strengthening the consumer-brand relationship.

H7: Trusting intention has a significant effect on emotional response.
H8: Quality management has a significant effect on emotional response.
H9: Digital marketing has a significant effect on emotional response.

Trusting Intention and Emotional Response as Mediating Effects

Good quality management builds customer trust, leading to positive emotional responses and increased satisfaction (Purwanto et al., 2106). Trust connects perceived quality with emotional experiences during or after a purchase. Digital marketing also plays a key role in building trust and triggering emotional engagement (Cheung & Lee, 2006; Khakim et al., 2015; Iriyanti et al., 2016). Trusting intention serves as a crucial link between digital marketing and emotional response. Quality control and compliance with standards reinforce consumer confidence, encouraging trust in the company's competence and integrity. This trust contributes indirectly to customer satisfaction. Digital marketing enhances transparency and credibility, fostering trust and satisfaction (Forman, 2008; Neama et al., 2016). Trusting intention bridges digital marketing perceptions with final satisfaction outcomes. High product quality also triggers positive emotions like pride, which strengthen satisfaction (Kristanto et al., 2022). Emotional response acts as a bridge between perceived quality and satisfaction. Through engaging visuals and storytelling, digital marketing generates emotional responses that enhance customer experience (Chang et al., 2014; Fadhli & Pratiwi, 2021; Utomo et al., 2023). Trust fosters emotions such as safety and comfort, further boosting satisfaction (Doney & Cannon, 1997). Emotional response thus plays a key mediating role between trusting intention and customer satisfaction.

H10: Trusting intention significantly mediates the effect of quality management on emotional response.

H11: Trusting intention significantly mediates the effect of digital marketing on emotional response.
H12: Trusting intention significantly mediates the effect of quality management on customer satisfaction.
H13: Trusting intention significantly mediates the effect of digital marketing on customer satisfaction.
H14: Emotional response significantly mediates the effect of quality management on customer satisfaction.
H15: Emotional response significantly mediates the effect of digital marketing on customer satisfaction.
H16: Emotional response significantly mediates the effect of trusting intention on customer satisfaction.

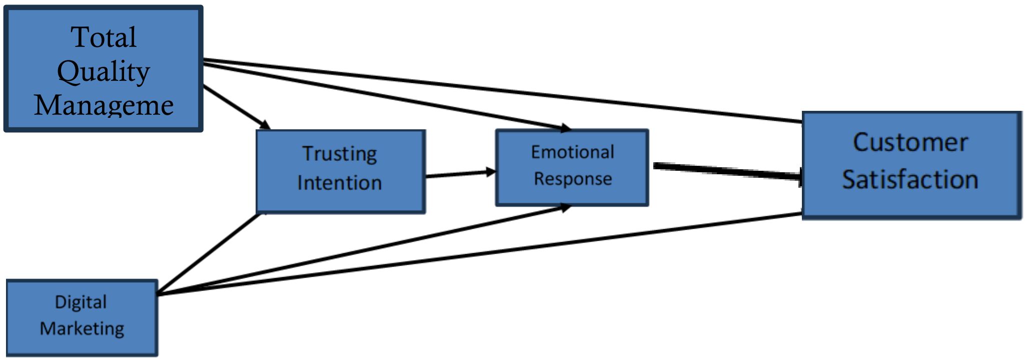

Figure1. Conceptual Framework

The conceptual framework of this study examines the direct and mediating effects among Quality Management, Digital Marketing, Trusting Intention, Emotional Response, and Customer Satisfaction. It proposes that Quality Management and Digital Marketing directly influence Customer Satisfaction (H1, H2), as do Trusting Intention and Emotional Response (H3, H4). Additionally, Quality Management and Digital Marketing are hypothesized to significantly impact Trusting Intention (H5, H6), which in turn affects Emotional Response (H7). Both Quality Management and Digital Marketing are also expected to directly influence Emotional Response (H8, H9). The framework further explores the mediating role of Trusting Intention in the relationship between Quality Management and Emotional Response (H10), and between Digital Marketing and Emotional Response (H11). Trusting Intention is also proposed to mediate the impact of Quality Management and Digital Marketing on Customer Satisfaction (H12, H13). Moreover, Emotional Response is hypothesized to mediate the relationship between Quality Management and Customer Satisfaction (H14), Digital Marketing and Customer Satisfaction (H15), and between Trusting Intention and Customer Satisfaction (H16).

RESEARCH METHOD

This research was conducted on woven fabric businesses in North Sumatra Province, where woven fabric businesses have been established for more than 5 years and have more than 15 workers or employees. The data needed in this study is sourced from two main sources, namely: Primary Data, and Secondary Data. The promer data is sourced from a list of questions (questionnaires) directed to consumers or users of woven fabrics in North Sumatra in several districts/municipalities. Secondary data of consumers or wearers of woven fabrics in North Sumatra obtained through the North Sumatra Department of Industry and Trade and the Central Statistics Agency (*Badan Pusat Statistik*/ BPS) of North Sumatra Province.This type of research is a causal research, mentioned that causal design is useful for Analyzes how a variable affects other variables, and is also useful in experimental studies where exogenous variables are treated in a controlled manner by the researcher to see their impact on the endegenous variable directly. The approach of this research is quantitative with inferential statistics (parametric), the quantitative approach is based on the structural equation modeling (SEM) analysis model with several exogenous and endogenous variables. Population is the entire unit of analysis that is the focus of attention in the study.

The population in this study is woven fabric customers in North Sumatra, where the woven fabric business has been established for more than 5 years and has more than 15 workers or employees. Due to the large number of consumers, it is not possible to collect data for all of them. Therefore, a research slab is needed. The sample is a part of the population to be studied. The sample used in this study is a minimum of 150 people. The sample determination method used is the Purposive Sampling method. Purposive sampling is a sample determination technique with certain considerations. The data analysis of this study uses Structural Equation Modeling (SEM) with Smart Partial Least Squares (PLS) software with the consideration that the statistical model is quite complex and intended for knowledge exploration. In the research model that uses multidimensional constructs, namely constructs formed from dimensional constructs and indicators that form dimensional latent constructs, testing or analysis is carried out at two levels, namely analysis on the First Order Construct or Lower Order Construct (a latent construct of dimensions reflected or formed by indicators) and an analysis on the Second Order Construct or Higher Order Construct (a construct that is reflected or formed by the indicators).

RESULTS

The diagram below illustrates the conceptual framework developed to investigate the effects of Digital Marketing and Total Quality Management (TQM) on Customer Satisfaction, with Trust Intention and Emotional Response acting as mediating variables. Digital Marketing (X1) and TQM (X2) are hypothesized to have not only a direct impact on customer satisfaction (Y2), but also an indirect effect through their influence on Trust Intention (Z1) and Emotional Response (Y1). Each construct is represented by observable indicators (e.g., X1.1, X2.4, Y2.3), which reflect the measurable dimensions of each latent variable.

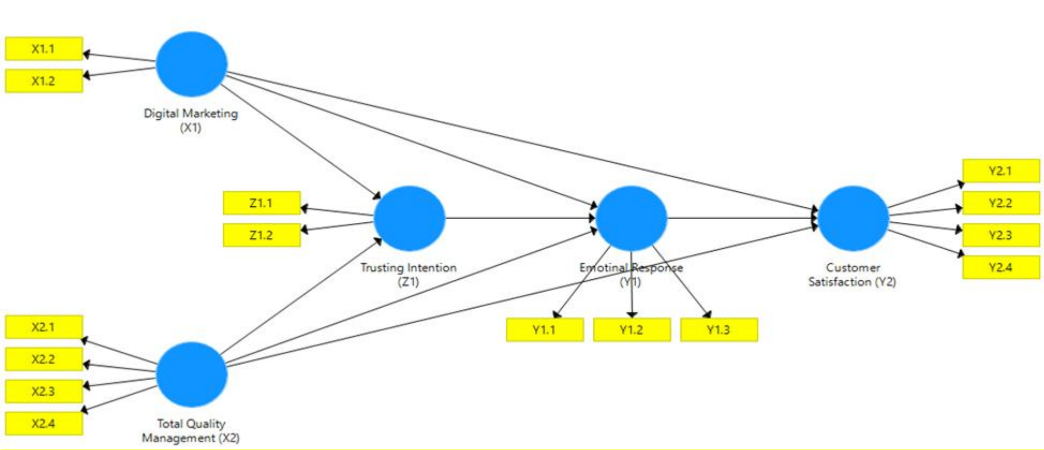

Figure 2. PLS Model Diagram

Based on Figure 2, the structural model includes three sub-models. First, it analyzes the effect of Digital Marketing and Total Quality Management on Trusting Intention, treating Trusting Intention as an endogenous variable and the others as exogenous. Second, it examines how Digital Marketing, Total Quality Management, and Trusting Intention influence Emotional Response, where Emotional Response is the endogenous variable. Lastly, the model evaluates the impact of all four variables—Digital Marketing, Total Quality Management, Trusting Intention, and Emotional Response—on Customer Satisfaction. This structure offers a comprehensive understanding of the variable interrelationships (Prihatini & Gumilang, 2021; Praja & Haryono, 2022).

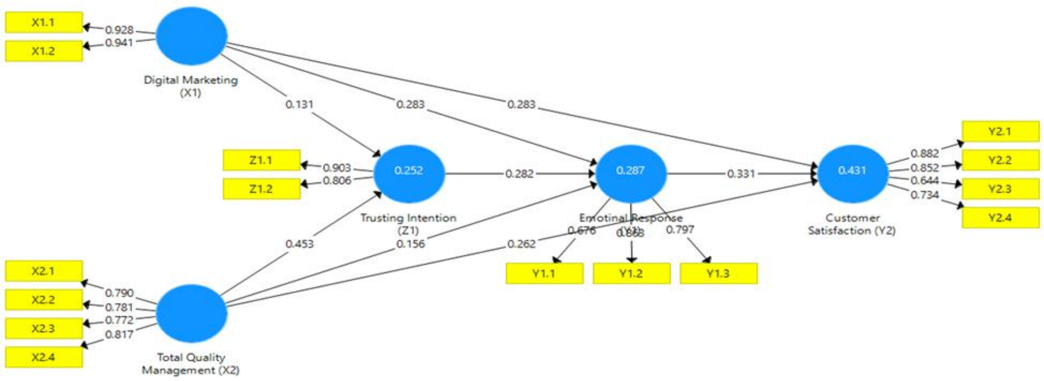

Figure 3. Diagram Model PLS

Based on the Figure 3, outer loading results show that most indicators have values above 0.7, indicating strong indicator reliability and good convergent validity, as each construct explains over 50% of the indicator variance (Pasianus & Kana, 2022). Digital Marketing indicators (X1.1 and X1.2) show very high loadings (0.928 and 0.941), while Trusting Intention and Customer Satisfaction indicators mostly exceed 0.7. One Customer Satisfaction item (Y2.3 = 0.644) and one Emotional Response item (Y1.1 = 0.676) fall slightly below 0.7 but still meet the acceptable threshold (>0.6). Therefore, all indicators are considered valid and reliable for further analysis in the model.

Table 1. Reliability test

Variable	Indicator	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Construct Reliability Status
Digital Marketing (X1)	X1.1 X1.2	0.856	0.861	0.933	0.874	Reliable
Total Quality Management (X2)	X2.1 X2.2 X2.3 X2.4	0.799	0.801	0.869	0.624	Reliable
Trusting Intention (Z1)	Z1.1 Z1.2	0.642	0.685	0.845	0.732	Reliable
Emotional Response (Y1)	Y1.1 Y1.2 Y1.3	0.683	0.708	0.824	0.612	Reliable
Customer Satisfaction (Y2)	Y2.1 Y2.2 Y2.3 Y2.4	0.790	0.836	0.863	0.615	Reliable

Based on Table 1, all constructs show Cronbach's Alpha values above 0.6, indicating reliability. For instance, Customer Satisfaction has a Cronbach's Alpha of 0.790, confirming its reliability. Internal Consistency Reliability assesses how well indicators measure their latent constructs (Laura, 2016; Lestariningsih et al., 2018), using Cronbach's Alpha and Composite Reliability. A Composite Reliability between 0.6–0.7 and a Cronbach's Alpha above 0.7 are considered acceptable. Convergent validity is met when indicators of a construct are highly correlated, with an AVE value ≥ 0.5 indicating the construct explains at least 50% of item variance.

Based on the Average Variance Extracted (AVE), all constructs meet the convergent validity requirement, as each AVE value exceeds 0.50—for instance, Customer Satisfaction has an AVE of 0.615, indicating good convergent validity. Discriminant validity ensures indicators strongly reflect only their respective constructs. In SmartPLS 3.2.7, discriminant validity is tested using cross loadings, the Fornell-Larcker Criterion, and HTMT values. The Fornell-Larcker Criterion, used for over 30 years, confirms discriminant validity when the square root of a construct's AVE is higher than its correlations with other constructs (Prihatini & Gumilang, 2021; Praja & Haryono, 2022).

Table 2. Results of discriminant analysis using the Fornell-Larcker Criterion.

Variable	Customer Satisfaction (Y2)	Digital Marketing (X1)	Emotinal Response (Y1)	Total Quality Management (X2)	Trusting Intention (Z1)
Customer Satisfaction (Y2)	0.784				
Digital Marketing (X1)	0.477	0.935			
Emotinal Response (Y1)	0.537	0.390	0.783		
Total Quality Management (X2)	0.452	0.247	0.363	0.790	
Trusting Intention (Z1)	0.454	0.243	0.427	0.486	0.856

Based on Table 2, the discriminant analysis using the Fornell-Larcker Criterion shows that all constructs meet the discriminant validity requirement. Each construct's AVE square root is greater than its correlation with other constructs—for instance, Y2 has a value of 0.784—indicating adequate discriminant validity. This confirms that no construct correlates more strongly with another construct than with its own indicators. Additionally, path coefficient values range from -1 to +1, where values closer to +1 indicate a stronger positive relationship, while values near -1 suggest a negative association (Mulyono, 2003; Khoirista, 2015). T-values are derived from loading factors, while t-values are calculated from direct path coefficients.

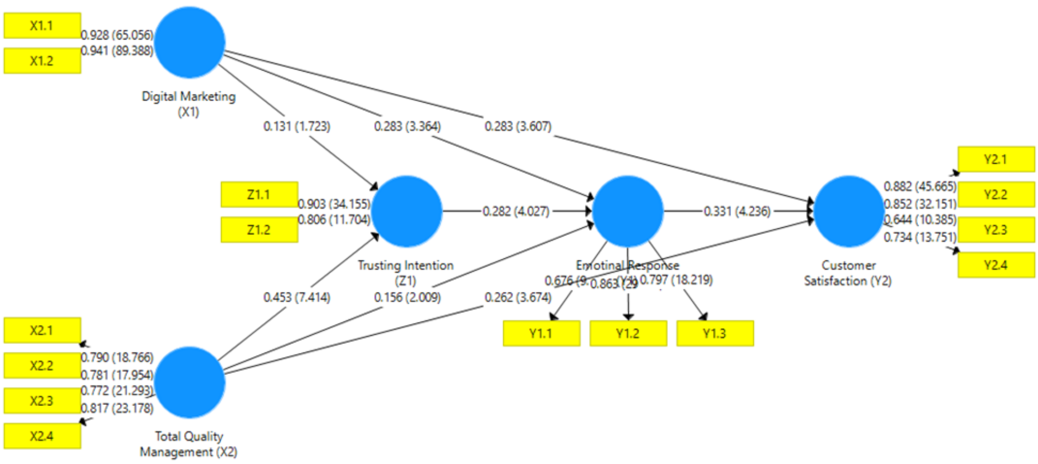

Figure 4. Diagram Model Bootstrapping T Value

The results of the analysis at the inner level are as follows:

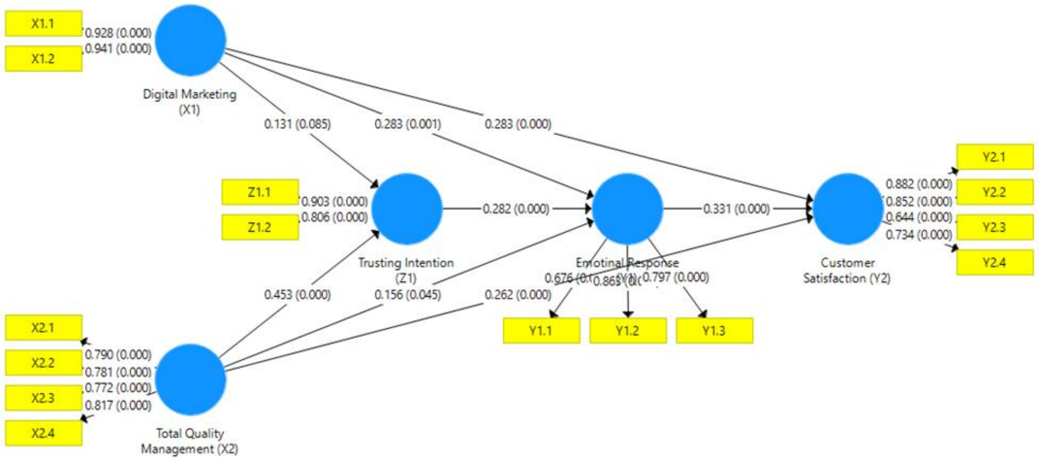

Figure 5. Diagram Model Bootstrapping P Value Path Coefficient Direct Effects

From the two diagrams above, it can be described in detail as follows:

Table 3. Direct Effect of Each Exogenous Variable Construct on the Endogenous Variable

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Digital Marketing (X1) -> Customer Satisfaction (Y2)	0.283	0.279	0.079	3.607	0.000	Accepted
Digital Marketing (X1) -> Emotinal Response (Y1)	0.283	0.280	0.084	3.364	0.001	Accepted
Digital Marketing (X1) -> Trusting Intention (Z1)	0.131	0.131	0.076	1.723	0.085	Accepted
Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.331	0.335	0.078	4.236	0.000	Accepted
Total Quality Management (X2) -> Customer Satisfaction (Y2)	0.262	0.266	0.071	3.674	0.000	Accepted
Total Quality Management (X2) -> Emotinal Response (Y1)	0.156	0.153	0.077	2.009	0.045	Accepted
Total Quality Management (X2) -> Trusting Intention (Z1)	0.453	0.460	0.061	7.414	0.000	Accepted
Trusting Intention (Z1) -> Emotinal Response (Y1)	0.282	0.287	0.070	4.027	0.000	Accepted

Based on Table 3, the p-values indicate several significant relationships in the study. Digital Marketing significantly influences Customer Satisfaction and Emotional Response, with p-values of 0.000 and 0.001, respectively—both below the 0.05 threshold. However, its effect on Trusting Intention is not significant (p = 0.085 > 0.05). Emotional Response significantly affects Customer Satisfaction (p = 0.000). Total Quality Management also shows significant effects on Customer Satisfaction, Emotional Response, and Trusting Intention, with p-values of 0.000, 0.045, and 0.000. Trusting Intention significantly impacts Emotional Response (p = 0.000), highlighting key variable interrelations.

Indirect effects refer to the influence of exogenous variables on endogenous variables through an intermediate variable.

In this model, the intermediate variable is Y. So the results of the indirect effects analysis are as shown:

Table 4. Effects of Exogenous Variables on Endogenous Variables Through Intermediate Variables

Hypotheisis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing (X1) -> Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.094	0.093	0.034	2.754	0.006
Total Quality Management (X2) -> Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.052	0.051	0.029	1.767	0.078
Digital Marketing (X1) -> Trusting Intention (Z1) -> Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.012	0.013	0.009	1.359	0.175
Trusting Intention (Z1) -> Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.094	0.097	0.035	2.710	0.007
Total Quality Management (X2) -> Trusting Intention (Z1) -> Emotinal Response (Y1) -> Customer Satisfaction (Y2)	0.042	0.044	0.016	2.587	0.010
Digital Marketing (X1) -> Trusting Intention (Z1) -> Emotinal Response (Y1)	0.037	0.038	0.025	1.486	0.138
Total Quality Management (X2) -> Trusting Intention (Z1) -> Emotinal Response (Y1)	0.128	0.132	0.038	3.354	0.001

Based on Table 4, the p-values for indirect effects indicate significance levels. An indirect effect is not significant (H0) if the p-value exceeds 0.05, marked with a red block. Conversely, an indirect effect is significant (H1) if the p-value is less than 0.05, marked with a green block. Extracted from the PLS model data, the coefficient of determination (R^2) provides insight into how well an endogenous construct is explained by an exogenous construct. The R^2 value ideally ranges from 0 to 1. According to Sarstedt et al. (2017), R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively. Similarly, Chin (1998) categorizes R^2 thresholds of 0.67, 0.33, and 0.19 as strong, moderate, and weak, respectively.

Table 5. Determination Coefficient (R^2)

Variable	R Square	R Square Adjusted
Customer Satisfaction (Y2)	0.431	0.419
Emotinal Response (Y1)	0.287	0.273
Trusting Intention (Z1)	0.252	0.242

Based on Table 5, the R^2 value for the joint effect on Customer Satisfaction is 0.431, with an adjusted R^2 value of 0.419. This indicates that all exogenous variables simultaneously account for 41.9% of the variance in Customer Satisfaction, which is considered moderate as it exceeds 33%. However, the influence of the variables Emotional Response and Trusting Intention on Customer Satisfaction is weak. The Q-square (Q^2) test assesses the predictive relevance of a model, where a Q^2 value greater than 0 indicates predictive accuracy (Prihatini & Gumilang, 2021; Praja & Haryono, 2022). Based on the blindfolding results, Customer Satisfaction (Q^2 = 0.249), Emotional Response (Q^2 = 0.161), and Trusting Intention (Q^2 = 0.168) all have Q^2 values greater than 0, confirming that the model has relevant predictive power for these constructs. Regarding model fit, the SRMR value of 0.080 is below the 0.10 threshold, indicating a good fit (Cangur & Ercan, 2015). However, the RMS Theta value of 0.219 exceeds the ideal threshold of 0.12, and the NFI value of 0.674 falls short of the >0.9 criterion, according to SMARTPLS guidelines. Thus, while not all fit indices meet ideal standards, the model can still be considered to have an acceptable fit.

DISCUSSION

This study examined the influence of digital marketing, total quality management (TQM), trusting intention, and emotional response on customer satisfaction through a series of sixteen hypotheses. The results revealed mixed outcomes. H1 tested the effect of TQM on customer satisfaction via emotional response and was found insignificant (p = 0.078). This suggests that while TQM efforts may enhance perceptions of quality, their indirect influence on satisfaction through emotions may not be strong enough. ISO 8042 emphasize quality as a satisfaction driver, yet the pathway via emotional response may need reinforcement through other relational mechanisms. H2, examining the effect of digital marketing on customer satisfaction via emotional response, was significant (p = 0.006). This aligns with Khakim et al. (2015) and Fadhli and Pratiwi (2021), who stress that interactive digital marketing evokes positive emotions, strengthening satisfaction. H3, assessing digital marketing's effect through trusting intention and emotional response, was not supported (p = 0.175), indicating that the indirect pathway is too weak. While Cheung and Lee (2006) and Chang and Chen (2008) highlight digital marketing's role in trust-building, this trust may not sufficiently trigger emotional reactions in all cases.

H4 was supported (p = 0.007), validating that emotional response significantly contributes to customer satisfaction, as suggested by Daniel (2007), and Kristanto et al. (2022), who note that aesthetic and emotional aspects enhance perceived value and satisfaction. H5 and H6 evaluated how TQM and digital marketing affect trusting intention, respectively. Both were significant (p = 0.010 and p = 0.001), reinforcing trust theory from Purwanto et al. (2016), and suggesting companies that consistently deliver quality and transparency foster stronger trust. H7 and H8 examined the effects of trusting intention and TQM on emotional response. Both were significant (p = 0.007 and p = 0.001), supporting Daniel (2007) and Aris et al. (2011), who state that trust reduces uncertainty and allows emotional connection with the brand. H9, relating digital marketing to emotional response, was not significant (p = 0.138). This contradicts Chang et al. (2014), possibly due to ineffective emotional framing in digital campaigns.

H10–H12 investigated the mediating role of trusting intention. H10 and H12 were significant (p = 0.001 and p = 0.010), supporting that trust bridges TQM with emotional and satisfaction outcomes (Laura, 2016; Lestariningsih et al., 2018). H11 was not supported (p = 0.138), suggesting digital marketing must first effectively build trust before triggering emotional engagement. H13 was also unsupported (p = 0.175), indicating digital marketing may not directly influence satisfaction through trust, possibly due to digital fatigue or message skepticism (Beldad et al., 2010; Kuen et al., 2023). H14–H16 examined the mediating role of emotional response. H14 and H16 were significant (p = 0.006 and p = 0.007), confirming that emotional resonance is critical in translating quality and trust into satisfaction (Cheung & Lee, 2006; Kristanto et al., 2022). H15 was not supported (p = 0.175), indicating that without sufficient emotional depth, digital marketing fails to convert interest into satisfaction. Longitudinal studies are also needed to understand how the impacts of Digital Marketing and TQM on Trusting Intention, Customer Satisfaction, and Emotional Response evolve over time (Mulyono, 2003; Khoirista, 2015; Prihatini & Gumilang, 2021).

CONCLUSION

Digital Marketing has a significant influence on Customer Satisfaction (p-value = 0.000), indicating that this strategy effectively enhances customer satisfaction. It also significantly affects Emotional Response (p-value = 0.001), suggesting that Digital Marketing positively shapes customer emotions. However, its influence on Trusting Intention is not significant (p-value = 0.085), indicating that Digital Marketing alone may not be sufficient to foster customer trust. Emotional Response has a strong and significant influence on Customer Satisfaction (p-value = 0.000), showing that customers' emotions play a key role in shaping their satisfaction levels. Total Quality Management (TQM) significantly influences Customer Satisfaction (p-value = 0.000), highlighting its critical role in enhancing satisfaction. TQM also significantly affects Emotional Response (p-value = 0.045), indicating that quality management practices can positively impact how customers feel. Additionally, TQM has a strong effect on Trusting Intention (p-value = 0.000), showing that high-quality management systems contribute to building customer trust. Trusting Intention also significantly influences Emotional Response (p-value = 0.000), revealing a meaningful connection between trust and emotion in customer perception.

The findings suggest that both Digital Marketing and TQM are effective in improving Customer Satisfaction and Emotional Response. However, TQM plays a more vital role than Digital Marketing in developing Trusting Intention. Therefore, to build stronger customer trust, Digital Marketing efforts should be supported by improvements in service or product quality. Future studies should explore additional variables such as customer experience or interaction quality in Digital Marketing. Moreover, potential mediating or moderating variables—like customer demographics or industry type—should be examined.

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