The Effect Of Product Quality And Promotion Of Customer Satisfaction With Interest In Buying As An Intervening Variable
(Case Study at Rabbani Shop Customer)

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Abstract - *This study aims to determine the effect of product quality and promotion on customer satisfaction with buying interest as an intervening variable with case studies at Rabbani stores. The population in this study are customers who have bought at Rabbani Stores and have at least bought Rabbani products 1x or more. Sampling used a purposive sampling method with rounding of 96 respondents by distributing questionnaires. This study uses computer calculations with the SPSS (Statistical Program For Social Sciences) version 25.0. The results of the discussion can be concluded that: (1) Product quality has a direct and significant influence on buying interest (2) Promotion has a direct and significant influence on buying interest (3) Buying interest has a direct and significant effect on customer satisfaction (4) Product quality has direct and significant influence on customer satisfaction (5) Promotion has a direct and significant influence on customer satisfaction (6) Buying interest is an intervening variable between the influence of product quality on customer satisfaction. (7) Buying interest is not an intervening variable between the effect of promotion on customer satisfaction.*

Keywords: *product quality, promotion, customer satisfaction and purchase interest.*

I. INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. There are about 87% or approximately 230,563,311 people of the total population of 265,015,300 inhabitants. With the large population of Muslims in Indonesia, it has had a lot of influence on the development of businesses, one of which is in the Muslim fashion sector. The development of Muslim fashion recently in Indonesia is increasingly being heard. In the mid-2000s, there was a trend in music, soap operas, and Islamic films, which were triggered by the success of the film *Ayat-Ayat Cinta*. The film could become a new, universal pop identity. This means that the film is not only enjoyed and liked by Muslims, but all people in society. Managing Partner Inventure Yuswohady said that his party has seen that the Muslim lifestyle will become a mainstream phenomenon. He continued that it can be shown in the 2010s, hijab fashion began to become a trend for urban Muslim women. (lifestyle.bisnis.com, 2019).

This is in line with the development of the Muslim fashion industry at seven percent every year. At this time the use of the hijab in Indonesia has experienced rapid development. Nowadays the various models in hijab clothing are becoming more and more. This is supported by the number of young designers in increasing the diversity of hijab clothing in Indonesia. (Ministry of Industry, 2019). Consumer behavior that cannot be directly controlled by the company needs to be informed as much as possible.

Rabbani Shop is a garment company that is engaged in Muslim fashion retail. Rabani is one of the first and largest instant hijab companies in Indonesia, which is located at Jalan Pemuda No. 1 A, Jl. Pemuda No.1A, RT.8 / RW.4, Rawamangun, Jakarta, Kota East Jakarta, Special Capital Region of Jakarta 13210. This company has received several awards for its products including the 2013 Care Towards The Special Needs Of Moslem Community award from Mark Plus Insigt collaborates with the Islamic Marketing Journal, Emerald Group (London). The definition of Muslim clothing is the clothing or clothing worn by all Muslims, both men (Muslim) and women (Muslim) in their daily activities. Muslim clothing aims to cover the aurat of its users which cannot (haram) be seen by other people who are not the mahram (mahram or *mahramun* means the opposite sex, but it is haram to marry temporarily or forever). Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy of ease of operation and repair, and other valuable attributes. According to Kotler and Keller (2016: 64) product quality is the ability of a product to provide results that meet or exceed than what the consumers want.

According to Tjiptono (2019: 02) promotion is a form of marketing communication which means marketing activities that seek to spread information, influence or persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

So that the company is not left behind in the competition, it is necessary to have customer satisfaction, so that customers feel satisfied. Customer satisfaction is the feeling of being happy or disappointed by someone resulting from comparing a product or perceived performance or results against expectations according to Kotler & Keller (2016: 153).

According to Kotler and Armstrong (2012: 5) buying interest is something that arises after receiving stimulation from the product they see, then the desire to buy and own it arises.

The current phenomenon that occurs when the use of Muslim clothing for every Muslim becomes a necessity for both fashion and aesthetics, and this need is not limited because even though the condition of a garment is still good, there will still be a desire to repurchase it with a different quality model or design. Especially for women's Muslim clothing. Muslim fashion trends in Indonesia are developing dynamically. Every day, the trend of Muslim fashion is getting more down to earth, touching various layers of society who love fashion in this country. The Muslim fashion trend looks more vibrant and flexible in its use. Not only used when Eid arrives, but also used for daily activities .

The world of fashion is changing very rapidly, including Muslim clothing, especially Muslim women. In the past, there were not many choices of Muslim fashion models, but now it is a trend. Many Muslim women express their interest in fashion in an Islamic way. Today, Muslim fashion continues to transform from a conservative style to a more contemporary, youthful style. The more vibrant and colorful hijab in Indonesia shows that Islamic culture in Indonesia is open to modernization, tolerance, acceptance of differences, and a love of diversity. Quality products Muslim dress and veil that existed at the time it encourages consumers to identify in decision making when choosing a brand that they meet the criteria according to Moslem liking. The competition will continue as several new brands continue to appear with various variants such as: Zoya, Elzatta, etc. The large number of Muslim fashion companies requires companies to create products that have more value than other companies' product, namely by making product innovations.

The following can be seen in Table 1.1, there are data from the results of research according to the TOP Brand Award survey regarding Muslim fashion in 2017:

Table 1.1 Top Muslim Fashion Brand in 2017

Brand	Brand Value
Zoya	23,3%
Rabbani	16,6%
Dannis	7,9%
Azka	6,1%
Almadani	4,3%

Source : www.topbrand-award.com

Based on Table 1.1, it shows that Rabbani is in second place defeated by Zoya. The Muslim fashion market share is taken over by Zoya.

In this phenomenon, there is competition between Muslim fashion retailers who are very competitors and Zoya who is increasingly showing her rivalry as Rabbani's competitors. Rabbani then have to develop their products by providing quality products that better and more introduced products Rabbani in order to increase interest in purchasing so as to realize customer satisfaction.

II. LITERATURE REVIEW
2.1. Review of Previous Research Results

The first research by, Haekal Fikrrizaldy Fasha, Putu Ninda Madiawati, August (2019), Telkom University, Journal of Business Administration Science, ISSN: 2355-9357, Vol 6, No 2, with the title "The Influence of Brand Image, Product Quality and Price on Loyalty Consumers through Consumer Satisfaction as an Inte rvening Variable of ZARA Products in Bandung".

The results of data processing from 100 respondents of Zara Brand Image in Bandung City are in the high category, which is 83.4% which shows that the Brand Image of Zara in the city of Bandung is good and is believed by consumers. From the descriptive analysis, the respondents' responses to Zara Product Quality in Bandung City are at a good level, namely 79.1%. This shows that the product quality at Zara is in accordance with the expectations and expectations that consumers want for the quality of the product. The influence of Brand Image on Consumer Satisfaction of Zara products is 25.2%. This is shown from the t value obtained is greater than the t table, then there is rejection of the null hypothesis. This means that partially Brand Image (X1) has a significant effect on Customer Satisfaction (Y) Zara in Bandung City.

The regression coefficient for the Brand Image variable (X1) is positive, which indicates that there is a unidirectional relationship between Brand Image (X1) and Zara's Customer Satisfaction (Y) in Bandung City . This means that the hypothesis that has been formulated in this study is accepted, so it can be concluded that Brand Image (X1) has a positive and significant effect on Customer Satisfaction. The influence of product quality on consumer satisfaction of Zara's products is 18.3%. The influence of Customer Satisfaction on Zara's Consumer Loyalty is 41.8%. This can be obtained from the t-count of 8.391 and degrees of freedom (nk-1) or 100-3-1 = 98, the t table number is 1.985, so that t-count> t-table. This means that H0 is rejected and H5 is accepted, so there is an influence of Customer Satisfaction (Y) on Zara's Consumer Loyalty (Z) in Bandung City.

The second research by, Marisa Arnindita Palma, Anik Lestari Andjarwati, June (2016), Surabaya State University, Journal of Economic Research and Management, ISSN 84-104, Vol 16,

No. 1 with the title "The Effect of Product Quality, Convenience and Price on Purchase Intention With Satisfaction as an Intervening Variable to customers of online clothing store products in Surabaya".

The sampling technique used nonprobability sempel used a total of 210 respondents and data retrieval technique using path analysis. The results of this study indicate that product quality, convenience and price have an indirect effect on repurchase intention and through satisfaction as an intervening variable, but the first mediation test conducted (product quality) is fully proven while convenience and price are partially proven. The conclusion of this study is that there is a significant effect of product quality, on customer satisfaction with fashion products, there is a significant effect of convenience on customer satisfaction, there is a significant effect of price on satisfaction.

The third research, Muh. Saifullah, N. Rachaman, M. khoirul, July (2017), Islamic University of Malang, Management Research Journal, ISSN 85-105, Vol 17, No 1 with the title "The Influence of Word Of Mouth Service Quality, Product Quality and Location on Purchase Decisions. Consumers (case study at Bandung Super Malang store).

The results of this study The concurrent effect is the effect of a number of independent variables, both of which affect the dependent variable. The results of this study indicate that there is a simultaneous effect of Word Of Mouth (X1), Service Quality (X2), Product Quality (X3), Location (X4), purchase decisions (Y). Conclusion of this research. Based on the results of research and discussions that have been conducted, the following conclusions can be drawn: (WOM), Product Quality, Service Quality, and Location, simultaneous influence on consumer purchasing decisions Bandung Super Model "(WOM), Product Quality, Service Quality, and Position partly influences the Bandung Super Model purchasing decision. The limitations of this study are based on the results of the analysis of the influence of X1, X2, X3, X4 and those that do not have a significant effect on Service Quality, the superior or the Bandung Super Model further increases the promotional creativity of Bandung Super Model consumers.

The fourth research by, Siti Hanika, Rahmad Hidayah, August (2019), Dehasen Bengkulu University, Journal of Management Studies Faculty of Economics, ISNN: 2350-9350, Vol 6, No 1, with the title "The Relationship between Price and Product Quality and Customer Satisfaction in Stores Ba ju Elisa School, Bengkulu City".

The data collection method used a questionnaire and the method of analysis used was the Spearman rank correlation analysis and data validity testing with the t test. The magnitude of the correlation of the relationship between product quality and customer satisfaction at the Elis school clothes shop, Bengkulu city is 0.604 which means it has a strong correlation because the number 0.604 lies between the numbers 0.60-0.799. This means that the better the quality that is traded by Elis school clothing stores in Bengkulu city, the higher the level of customer satisfaction on school clothes equipment at Elis stores in Bengkulu city. The results of the study with regard to the relationship between price and product quality and customer satisfaction at Elis school clothes shop, Bengkulu City can be concluded as follows : Price has a moderate relationship with customer satisfaction at Elis school clothes shop , Bengkulu City with a correlation value of, means that the price Elis Bengkulu City's school clothing store is relatively medium or not too expensive or not too cheap. Because the products they offer are self-produced, up to their price which determines this result is reinforced by the hypothesis test that is greater than (4.408 > 1.677). This means that the price has a significant relationship with customer satisfaction at the Elis school clothes shop, Bengkulu City. The relationship between product quality and customer satisfaction at Elis school clothes shop, Bengkulu City has a strong correlation with a correlation value of, meaning that the better the quality that is sold by Elis school clothes shop, Bengkulu city, the higher the level of customer satisfaction with the equipment. school clothes at Elis shop, Bengkulu city. This is reinforced by the results of the hypothesis test that is greater than (5,246 > 1,677). This means that product quality has a significant relationship with customer satisfaction at the Elis school clothes shop, Bengkulu City. Suggestions from this research are for school clothes shop Elis Bengkulu City

to further improve prices so that consumers feel more comfortable with the price set and maintain the quality of the products that have made consumers or customers loyal to the products given.

The fifth research, by Much Diyanputra Perdana, May (2018), Surabaya State University, Journal of Management Science, ISSN: 2549-292X, Vol.6, No.1 with the title "The Influence of Brand Image, Product Quality and Price on Consumer Loyalty through Satisfaction Consumers as Variable Intervening Products of ZARA".

The influence of Brand Image on Consumer Satisfaction of Zara products is 25.3%. This is indicated by the t value obtained is greater than the t table, then there is rejection of the null hypothesis. This means that partially Brand Image (X1) has a significant effect on Customer Satisfaction (Y) Zara. The regression coefficient for the Brand Image variable (X1) is positive, which indicates that there is a unidirectional relationship between Brand Image (X1) and Zara's Customer Satisfaction (Y). This means that the hypothesis that has been formulated in this study is accepted, so it can be concluded that Brand Image (X1) has a positive and significant effect on Customer Satisfaction. The influence of product quality on consumer satisfaction of Zara products is 18.4%. This is indicated by the t value obtained is greater than the t table, then there is rejection of the null hypothesis. This means that partially Product Quality (X2) has a significant effect on Customer Satisfaction (Y) Zara. The regression coefficient for the Product Quality variable (X2) is positive, which indicates that there is a unidirectional relationship between Product Quality (X2) and Zara's Customer Satisfaction (Y). This means that the hypothesis that has been formulated in this study is accepted, so it can be concluded that Product Quality (X2) has a positive and significant effect on Zara's Customer Satisfaction (Y). The influence of Customer Satisfaction on Zara Consumer Loyalty is 42%. It can be obtained from the t-count of 8,400 and degrees of freedom (nk-1) or 100-3-1 = 98, the t-table number is 1.986, so that t-count> t-table. This means that H0 is rejected and H5 is accepted, so there is an effect of Customer Satisfaction (Y) on Zara's Consumer Loyalty (Z).

The sixth research by, Norsyaheera Abd Wahab, Lailatul Faizah, Siti Asiah, August (2016), Universiti Teknologi Mara Selangor Malaysi, Faculty of Business Excellenec and Management, ISSN: 366-371, No 37 with the title "The Relationship Between Marketing Mix and Customer Loyalty In Hijab Industy The Mediating Effect Of Customer Satisfaction".

The study setting focused on female customers who wear and buy hijab products at Shah Alam outlets. A questionnaire adapted from previous research was distributed and 234 usable questionnaires were collected from this study. It is hoped that the findings from this study will contribute to the existing literature for both theoretical and managerial approaches in Indonesia to better understand the patterns of marketing mix, customer satisfaction and customer loyalty, especially in the hijab industrial setting. This research method is convenience sampling technique used to get data from respondents. The population at Shah Alam outlets is 600 customers. Thus, based on the Krejcie and Morgan table, the sample size required for this study is 234 (Krejcie & Morgan, 1970). Therefore, the questionnaire was adapted from a previous study distributed to approximately 250 female customers. The study setting focused on female customers who wear and buy hijab products at Shah Alam outlets.

The result of this study was 234 usable questionnaires were returned, resulting in a response rate of 93.6%. Respondents of this study consisted of female customers who wear and buy hijab products at Shah Alam outlets. From the data collected, the majority of respondents were in the 20 to 29 year age group category (39.3%). Meanwhile, at least the age group category is 50 years and over (8.1%). Apart from that, most of the respondents were single (51.3%), the majority of them worked (58.5%) and 34.2% of the respondents bought the hijab twice a month.

The seventh research by, Mirza Ashfaq, Shatsta Khalid, Muhammad Ahmad, June (2018) University Of Gujral Pakistan, Journal Of Islamic Business and Management, ISSN: 480-500, Vol 8, No 2, with the title "Repurchase Intenions Toward Clothing Fashion In Muslim". This study investigates the cological process by which social agents with religious and cultural mindsets

influence individual brand attachments and customers. perceived value for developing repurchase intentions in the fashion industry apparel. Data were analyzed by using Structural Equation Model (SEM) are two steps to assess the impact of the factors that is mentioned in the above on the Repurchase Intentions. The findings reveal that brand attachment and customer perceived value about clothing purchases in a religiously dominant society are strongly influenced by social influences (which are created and monitored by religion). Taking into account the findings, it can be concluded that the repurchase intention of Muslim customers can be strengthened and reshaped by increasing social influence by religious social agents especially the Pakistani fashion industry Furthermore, creating an emotional bond from consumer attachment and perceived value to social and religious approval of a particular brand leads to strengthening of Muslim customer repurchase intentions and clothing brand loyalty.

The results of this study is that the customer's intention to repurchase Muslims may be positive and signifika n influenced by social, agam a , peers, family media and social events.

The eighth research by, Shamsun Nahar Momotaz, Sakibul Hasan, March (2018), University Independent Bangladesh, Journal of Business of Administration, pp 102-123, Vol 8, No 1 with the title "Exploring The Impact Of Service Quality Factors On Customer Satistaction Toword Online e Shopping Evidence Bangladesh".

The results reveal that the quality of online shopping services depends on ten different quality factors such as compliance, system availability, privacy, efficiency, website organized, product quality, compensation, contact, responsiveness, and branded product availability. From the analysis it can be concluded that 25.6% of the variance in customer satisfaction can be explained by the service quality dimensions and the three dimensions of service quality namely compliance, system availability and product quality which were found to be positively related to customer satisfaction with online shopping on the state Internet.

The results of this study gives n a valuable reference for e-marketers are aware of factors that affect customer satisfaction and further enhance their marketing strategies to attract and retain customers. Referrals for further research on customer satisfaction towards online shopping are also offered. Methods pen e Litian uses descriptive research in the form of a survey conducted a study to measure the relationship between service quality and customer satisfaction with online shopping in Bangladesh. It follows a Single Cross-sectional design in which a sample of respondents is drawn from the target population and information is obtained from this sample only once. To get an understanding of research issues and factors that underlying qualitative research techniques: In-depth interviews with industry experts such as involving two Boimela.com and CEO of the Product Designer's Future Business Solutions Ltd Bangladesh and eight shoppers online frequently. They are selected based on purposive sampling where the interviewees have good knowledge and experience with Bangladeshi online shopping. After refining, categorizing and comparing the information with relevant theoretical and empirical evidence, it is used as a guide for developing the content of the survey questionnaire for the survey. As the aim of this study is to empirically investigate the casual relationship between service quality and customer satisfaction, the survey method was found to be the most appropriate tool for collecting primary data.

2.2. Theoretical Basis
2.2.1. Marketing

Marketing is identifying and fulfilling consumer needs and wants. Kotler and Keller (2016: 27) are "marketing is meeting needs profitability" the meaning of this expression is that marketing is something that is done to meet every need (consumer needs) in ways that benefit all parties.

According to Sunyoto (2014: 75) marketing is the spearhead of a company in a world of increasingly fierce competition, companies are required to survive and develop. Therefore, a marketer must understand the main problems in his field and develop strategies in order to achieve goals.

2.2.2. Product Quality

The following is the definition of product quality according to Kotler and Keller (2016: 156), the definition of quality is as follows, "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs".

Product quality has indicators that can be used to analyze the characteristics of a product. According to Fandy Tjiptono (2016: 134) product quality has eight indicators as follows:

1. Performance, is the principal operating characteristics of its core product were purchased.
2. Features, namely secondary or complementary characteristics.
3. Reliability, which is unlikely to be damaged or fail to use.
4. Confermance to Specifications, namely the extent to which the characteristics of the design and operation to meet the standards that have been set previously.
5. Durability, is related to how long the product can be used.
6. Serviceability includes speed, competence, comfort, ease of repair and satisfying complaint handling.
7. Esthetics, namely the attractiveness of the product to the five senses.
8. Perceived Quality, which is the image and reputation of the product as well as the responsibility of the company to him.

2.2.3. Promotion

Promotion comes from the word promote in English which is defined as develop or improve. Promotion is one component of the marketing mix. Promotion function in the marketing mix is to achieve various communication goals with consumers. Promotion is an activity that communicates product excellence and persuades target customers to buy it according to Kotler and Keller (2016: 47).

According to Tjiptono developed by Budi (2015: 1572) Promotion is a form of marketing communication which is a marketing activity that seeks to spread information, influence or persuade and increase the target market for the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

There are indicators that are a feature of the promotional variables which are used as things that make up the promotional variables according to Kotler and Keller (2016: 272), namely:

1. Promotional Message Is a measure of how well a promotional message is carried out and conveyed to the market.
2. Promotion Media Is the media used by companies to carry out promotions.
3. Promotion Time Is the length of promotion carried out by the company.
4. Promotions frequency is the number of sales promotions were conducted in a time through the media promotion of the sale.

According to Setyaningrum, Udaya and Effendi (2015: 233) argue that promotion indicators consist of:

- Advertising and publications
  Presentation form and informed about the existence of the company and the presentation and description of ideas, information memalui certain media such as newspapers, posters, radio, TV, billboards and others.
- Personal selling
  A deep oral presentation in a conversation with one or several prospective buyers, the aim sale.
- Sales promotion
  Marketing activities other than personal selling advertising or publicity and efforts to attract the goal is a short-term activities.

2.2.4. Customer Satisfaction

Satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making). Satisfaction can be defined as "an effort to fulfill something or make something adequate" (Tjiptono, 2016: 204). Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or perceived performance (or results) against expectations. If performance is not as expected, the customer is disappointed. If it is in line with expectations, the customer is satisfied. If performance exceeds expectations, the customer is disappointed. feel very happy. (Kotler & Keller, 2016: 153).

Customer satisfaction according to Kotler and Keller (2012: 140) maintaining customers is important rather than binding customers.Therefore, there are 4 indicators:
1. Re-purchase is buying back, where the customer will return to the company to look for goods / services.
2. Creating a Word-of-Mouth is In this case, the customer will say good things about the company to others
3. Creating a Brand Image means that customers will pay less attention to brands and advertisements from competitors' products
4. Creating decisions is Purchasing at the same company : Buying another product from the same company.

2.2.5. Interests Buy

According to Kotler and Keller developed by Veronica (2016: 21) consumer purchase interest is consumer behavior where consumers have the desire to choose and consume a product.

Purchase interest is a component of consumer behavior in consuming attitudes, the tendency of respondents to act before deciding to purchase a product. Kinnear and Taylor were developed by Wisnu Setiaji (2016: 24).

According to Schiffman and Kanuk (2015: 36) buying interest can be interpreted as an attitude of consumers who are happy with the object by paying money or by sacrifice.

The indicators of buying interest according to Ferdinand (2016: 129) in Putri and Yathriri (2016: 397-398) are as follows:
1. Transactional interest is a person's tendency to buy products.
2. Interests referential namely a person's tendency to refer the product to another.
3. Preferential interest is showing the behavior of a person who has a major preferential to the product. This preference can be changed if something happens to the preferred product.
4. Interests exploratory which shows the behavior of someone who is always looking for information about products that interest you or search for other information that will support the positive qualities of the product are.

2.3. Hypothesis Development

Based on the description above, the research hypothesis is:

H_1 : It is suspected that there is an effect of product quality on buying interest at Rabbani Shop.

H_2 : It is suspected that there is a promotional effect on buying interest at Rabbani Shop .

H_3 : It is suspected that there is an effect of purchase intention on customer satisfaction at the Rabbani Shop.

H_4 : It is suspected that there is an effect of product quality on customer satisfaction at the Rabbani Shop.

H_5 : It is suspected that there is an effect of promotion on customer satisfaction at Rabbani Shop.

H_6 : It is suspected that there is an indirect effect of product quality on customer satisfaction through buying interest as an intervening variable at the Rabbani Shop.

H7 : It is suspected that there is an indirect effect of promotion on customer satisfaction through buying interest as an intervening variable at the Rabbani Shop.

III. RESEARCH METHOD
3.1. Research Strategy

The research used is associative research. Research associative or correlation research is research that is conducted to find the relationship or the influence of one or more independent variables and one or more related variables .

This study uses an associative research strategy that is a causal relationship, namely a cause and effect relationship. This is in accordance with the research objectives, namely to provide an explanation of the influence of the independent variable (X), namely (product quality, promotion) on customer satisfaction (Y) which is a related variable and purchase interest (Z) is an intervening variable .

3.2. Population And Research Sample
3.2.1. Research Population

Population is a generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions (Sugiyono, 2016: 80). The population in this study are customers who buy rabbani products whose number is unknown and can be said to be in an infinite category.

3.2.2. Research Samples

The sample is part of the number and characteristics of the population (Sugiyono, 2016: 81). The sampling technique used in this study was purposive sampling. Purposive sampling is a sampling technique based on the characteristics of the age of 17 years or more and have bought at least 1x (Sugiyono, 2016: 85).

Roscoe in Sugiyono, states that the appropriate sample size in the study is 30 to 500. This research has a population whose number and size are not known with certainty, so the Margin Of Error formula is used (Sugiyono, 2016: 89), as follows:

$$n = \frac{Z^2}{4\,(Moe)^2}$$

Information:

n	=	Number of samples
Z	=	The confidence level used in determining the sample is 95% so that the value of Z 1.96
Moe	=	*Margin of error* for maximum tolerable and deep *error* This research used Moe 10%

Based on the above calculations, you can use the Moe formula, then it is obtained as follows:

$$n = \frac{1,96^2}{4\,(0,1)^2} \quad \rightarrow \quad n = \frac{3,8416}{0,04} \quad = 96,04 \text{ or be } 96$$

After calculating the Moe formula, the number of samples used in this study was 96 respondents.

According to Sudjana (2010: 2) Rounding means reducing the count of numbers but the value is almost the same. The results will be less accurate, but easier to use.

3.3. Analysis Methods Data

The research instrument was a questionnaire that measured using a scale Likert , namely the scale that will be to measure attitudes, opinions, and perceptions of a person or group of persons of a particular incident (Sugiyono, 2016: 93-94). The answers to each instrument item have a weighted value as listed in Table 3.1.

Table 3.1
The Scoring For The Answers To The Questionnaire Is Based On The Likert Scale

No.	Statement	Code	Weighted Value
1	Strongly Agree	SS	4
2	Agree	S	3
3	Disagree	TS	2
4	Strongly Disagree	STS	1

Source: Sugiyono (2016:93-94)

The greater the number of values given by the respondents for each factor, indicating that these factors have a positive effect on customer loyalty.

Data were collected and tabulated, and then subsequently diolah. To simplify the data processing, researchers use computer calculations using SPSS (Statistical Program for Social Sciences) version 25.0.

Testing of the instrument is composed of validity and reliability test. The statistical analysis used in this research is path analysis to see the influence between variables either simultaneously or partially. In path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect effects.

The path analysis follows a structural model pattern, so the first step to working or applying a path analysis model is to formulate structural equations and path diagrams. Then the researchers tested the hypothesis to determine the significance of the influence of the independent variables on the dependent variable partially or simultaneously.

IV. RESULTS AND RESEARCH DISCUSSION
4.1. Results of Testing Research Instruments

The research instrument test consists of validity and data reliability tests, while the results of the validity and reliability tests are detailed as follows:

4.1.1. Validity Test

After collecting data from respondents, the next step is to test the validity. The research instrument is said to be valid or accurate if it has a validity value of more than 0.30 and if the validity value is less than 0.30 it can be said to be invalid or inaccurate. Test validity can be calculated with SPSS 25. Here are the results of data processing for product instrumentkualitas statement which consists of 15 butirpernyataan trillionth ti shown in Table 4.1 as follows:

Table 4.1
Validity of Product Quality Variable Per Item (X1)

No. Statement	rcount	rcritical	Decision
1	0,873	0,30	Valid
2	0,860	0,30	Valid
3	0,721	0,30	Valid
4	0,861	0,30	Valid
5	0,521	0,30	Valid
6	0,825	0,30	Valid
7	0,868	0,30	Valid
8	0,823	0,30	Valid
9	0,686	0,30	Valid
10	0,655	0,30	Valid
11	0,822	0,30	Valid
12	0,821	0,30	Valid
13	0,319	0,30	Valid
14	0,304	0,30	Valid
15	0,823	0,30	Valid

According to the table 4.1. above shows that 15 point statement r products have the quality variable count is greater than 0.30. For this reason, all statement items for the product quality variable are valid.

Following are the results of data processing for promotional statements which consist of 6 statement items as shown in table 4.2. as follows:

Table 4.2
Validity of Promotion Variable Item (X2)

No. Statement	rcount	rcritical	Decision
1	0,843	0,30	Valid
2	0,877	0,30	Valid
3	0,604	0,30	Valid
4	0,540	0,30	Valid
5	0,711	0,30	Valid
6	0,848	0,30	Valid

According to the table 4.2 above shows that 6 point statement promotion variables have r count is greater than 0.30. For this reason, all statement items for the promotion variable are valid.

Here are the results of data processing for customer satisfaction point statement which consists of four point statement as shown in Table 4.3. as follows:

Table 4.3
Validity of Instrument Per Item Variable Customer Satisfaction (Y)

No. Statement	$r$count	$r$critical	Decision
1	0,671	0,30	Valid
2	0,662	0,30	Valid
3	0,840	0,30	Valid
4	0,748	0,30	Valid

According to the table 4.3 shows that the four point statement customer satisfaction variables have r count is greater than 0.30. Therefore, all statement items for the customer satisfaction variable are valid.

Following are the results of data processing for purchase interest statement items consisting of 4 statement items as shown in Table 4.4 as follows:

Table 4.4
Validity of Item Purchase Interest Variable (Z) Instrument

No. Statement	rcount	rcritical	Decision
1	0,791	0,30	Valid
2	0,804	0,30	Valid
3	0,735	0,30	Valid
4	0,725	0,30	Valid

Based on table 4.4 above, it can be seen that the 4 items of the purchase intention variable have r count greater than 0.30. For this reason, all statement items for the purchase interest variable are valid.

4.1.2. Reliability Test

After doing the validity test, then for a valid statement the reliability test is then carried out. Reliability test was carried out to determine the extent of the consistency of the research instrument. A research instrument can be said to be reliable or consistency if the Cronbach Alpha value is > 0.6. The following is the reliability of the variable instrument Product Quality, Promotion, Customer Satisfaction and Purchase Interest, the following results are obtained:

Table 4.5.
Reliability Test Results

Variable	Cronbach's Alpha	Information
Product Quality	0,938	Reliabel
Promotion	0,831	Reliabel
Customer Satisfaction	0,674	Reliabel
Interest Buy	0,760	Reliabel

The reliability of the consistency between items or the reliability coefficient of the Cronbach's alpha value contained in table 4.5 above, namely the product quality of 0.938. For promotional instruments of 0.831, customer satisfaction instruments of 0.674 and for instruments of purchase interest of 0.760. Thus it can be concluded that all research instruments can be said to be reliable because they have Cronbach's alpha greater than 0.6. This shows that each statement item used as a research instrument is able to obtain consistent data, which means that if the statement is submitted again, an answer that is relatively the same as the previous answer will be obtained.

4.2. Analysis Of The Coefficient Of Determination
4.2.1. Partial Determination Coefficient Analysis
1. The Coefficient Of Partial Determination Of Product Quality (X1) On Purchase Intention (Z)

Table 4.6
Partial Coefficient of Product Quality on Purchase Intention
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228[a]	.052	.042	2.75593

Predictors: (Constant), Product_Quality
source: data processing, February 2020

Based on the results of data processing, the partial correlation coefficient between product quality and purchase intention is 0.228 or 22.8%. So it can be interpreted that the effect of product quality on purchase intention is 22.8% and the remaining 77.2% is influenced by other independent variables.

2. The coefficient of determination of partial promotion (X 2) on purchase intention (Z)

Tabel 4.7
Koefisien Parsial Promosi Terhadap Minat Beli
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.101[a]	.010	.000	2.81618

Predictors: (Constant), Promotion
source: data processing, February 2020

Based on the results of data processing, the partial correlation coefficient between promotion and purchase intention is 0.101 or 10.1%. So it can be interpreted that the effect of promotion on purchase intention is 10.1% and the remaining 89.9% is influenced by other independent variables.

3. The coefficient of determination of partial determination of purchase intention (Z) on customer satisfaction (Y)

Table 4.8
Partial Coefficient of Purchase Interest on Customer Satisfaction
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.434	.428	1.60071

Predictors: (Constant), Purchase_Interest
sumber:olah data, February 2020

Based on the results of data processing, the partial correlation coefficient between purchase intention and customer satisfaction is 0.659 or 65.9%. So it can be interpreted that the effect of purchase intention on customer satisfaction is 65.9% and the remaining 34.1% is influenced by other independent variables.

4. The coefficient of determination of partial product quality (X1) on customer satisfaction (Y)

Table 4.9
Partial Coefficient of Product Quality on Customer Satisfaction
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.184[a]	.034	.023	2.09097

Predictors: (Constant), Product_Quality
source: data processing, February 2020

Based on the results of data processing, the partial correlation coefficient between product quality and customer satisfaction is 0.184 or 18.4%. So it can be interpreted that the effect of product quality on customer satisfaction is 18.4% and the remaining 81.6% is influenced by other independent variables.

5. The Coefficient Of Determination Of Partial Promotion (X2) On Customer Satisfaction (Y)

Table 4.10
Promotion Partial Coefficient on Customer Satisfaction
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.152[a]	.023	.013	2.10243

Predictors: (Constant), Promotion
source:data processing, February 2020

Based on the results of data processing, the partial correlation coefficient between promotion and customer satisfaction is 0.152 or 15.2%. So it can be interpreted that the effect of promotion on customer satisfaction is 15.2% and the remaining 84.8% is influenced by other independent variables.

4.2.2. Multiple Determination Coefficient Analysis

1. Different coefficient of determination for structural equation 1

Koefisien determinasi berganda digunakan untuk mengetahui tingkat keeratan pengaruh antara kualitas produk dan promosi terhadap minat beli. Hasil koefisien determinasi berganda kualitas produk dan promosi terhadap minat beli adalah sebesar 0,421 atau 42,1% dan sisanya 57,9% dipengaruhi oleh variabel independen lain.

Table 4.11
Structural Equation Multiple Determination Coefficient 1
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649ª	.421	.342	2.75586

Predictors: (Constant), Promotion, Product_Quality
sumber:data processing, February 2020

2. Differential Coefficient of Determination for Structural Equations 2

The multiple coefficient of determination is used to determine the degree of closeness of the influence between product quality, promotion and purchase intention on customer satisfaction. The results of the multiple coefficient of determination of product quality, promotion, and purchase interest on customer satisfaction amounted to 0.442 or 44.2% and the remaining 55.8% was influenced by other independent variables .

Table 4.12
R Square Regression Value 2
Model Summary

Model	R	R Square	Adjusted R Square	R Std. Error of the Estimate
1	.665ª	.442	.424	1.60549

Predictors: (Constant), Purchase_Interest, Promotion, Product_Quality
source:data processing, February 2020

Deter coefficient results minasi in Table 4. Table 12 shows that the value of R square (R^2) of 0.442. This shows that the contribution of the influence of product quality, promotion, and customer satisfaction on buying interest is spread 44.20%. While the remaining 55.80% is the contribution of other variables not included in the research. Meanwhile, the value of ɤ2 is (1 - 0.442) = 0.558.

4.3. Hypothesis Test

Hypothesis testing in this study consists of testing for direct and indirect effects. The following details of the results of testing the hypothesis can be explained in the table below:

Table 4.13
Hypothesis Test Results for Direct Effect (Structural Equation 1)

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	6.038	2.323		2.599	.011
	Kualitas_Produk	.064	.028	.228	2.272	.025
	Promosi	.100	.100	.101	2.002	.039

a. Dependent Variable: Purchase_Interest

Based on the table above, it can be explained as follows: The number of respondents is 96 people (n = 96), the independent variables are 2 (k = 2) with Degree Of Freedom (df) = nk-1 or 96-2-1 = 93 so with df = 93 and a significant level of 0.05 (α = 5%), then the t table can be determined using Microsoft Excel with the Insert Function formula :

Ttable = TINV (probability, deg freedom)
         = TINV (0,05, 93)
Ttable = 1,985802

Based on the test results listed in the table above by using multiple linear regression analysis of the obtained results as follows:

1. Quality Products obtained by value t arithmetic amounted to 2.272 which means greater than t table that is equal to 1.985802 or (t count > t table). The significance value in the table above is 0.025 which means it is smaller than 0.05, so it can be concluded that H 1 which states that product quality affects purchase intention is accepted.
2. Promotion obtain the value t arithmetic amounted to 2.002, which means greater than t table that is equal to 1.985802 or (t count > t table). The significance value in the table above is 0.039 which means it is smaller than 0.05, so it can be concluded that H 2 which states that promotion has an effect on purchase intention is accepted.

Table 4.14
Hypothesis Test Results for Direct Effect (Structural Equation 2)

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	5.180	1.402		3.696	.000
	Kualitas_Produk	.008	.017	.037	3.467	.032
	Promosi	.066	.059	.287	4.116	.027
	Minat_Beli	.482	.060	.641	7.977	.000

a. Dependent Variable: Customer_Satisfaction

Based on the table above, it can be explained as follows :

The number of respondents was 96 people (n = 96), the independent variables were 3 (k = 3) with Degree Of Freedom (df) = nk-1 or 96-3-1 = 92 so with df = 92 and a significant level of 0.05 (α = 5%), then t table can be determined using Microsoft Excel with the Insert Function formula :

Ttabel = TINV (probability, deg freedom)
        = TINV (0,05, 92)
Ttabel = 1,986086

Based on the test results listed in the table above by using multiple linear regression analysis, the following results were obtained:

1. Purchase interest obtained a value of t count of 7.977 which means it is greater than the value of t table which is equal to 1.986086 or (t count > t table). The significance value in the table above is equal to 0.000, which means it is smaller than 0.05, so it can be concluded that H 3 which states that buying interest has an effect on customer satisfaction is accepted.

2. Quality Products obtained by value t arithmetic amounted to 3.467 which means greater than t table that is equal to 1.986086 or (t count > t table). The significance value in the table above is 0.032, which means it is smaller than 0.05, so it can be concluded that H 4 which states that product quality affects customer satisfaction is accepted.

3. Promotion obtain the value t arithmetic amounted to 4.116, which means greater than t table that is equal to 1.986086 or (t count > t table). The significance value in the table above is 0.027 which means it is smaller than 0.05, so it can be concluded that H 5 which states that promotion has an effect on customer satisfaction is accepted.

Table 4.15
Calculation Results for Indirect Effect

		sa	Sb	A	B	sa2	sb2
X1	Product Quality	0.028	0.06	0.228	0.64	0.000784	0.0036
X2	Promotion	0.1	0.06	0.101	0.64	0.01	0.0036

		a2	b2	sa2 + sb2 + a2 + b2	Sab	axb
X1	Product Quality	0.051984	0.4109	0.000512096	0.022629527	0.14615
X2	Promotion	0.010201	0.4109	0.004181534	0.064664779	0.06474

		t count	t table	Information
X1	Product Quality	6.458287808	1.985802	Intervening
X2	Promotion	1.001178715	1.985802	Not Intervening

Based on data analysis using the sobel test to determine the indirect effect of product quality and promotion on customer satisfaction through buying interest as an intervening variable can be seen in table 4.1 5 which obtained the following analysis:

1. The product quality in the sobel test shows that the t value of 6.458287808 is greater than the t table value of 1.985802, it shows that H6 which states that product quality has an indirect effect on customer satisfaction through purchase intention as an intervening variable is accepted.

2. Promotion in the sobel test shows that the t value of 1.001178715 is smaller than the t table value of 1.985802, it shows that H7 which states that promotion has an indirect effect on customer satisfaction through buying interest as an intervening variable is rejected.

4.4. Path Analysis Testing Results

The results of the path analysis test obtained the following results:

Table 4.16
Path Analysis Test Results

Variable	Product Quality			Promotion			Purchase Interest		
	PL	PTL	Total	PL	PTL	Total	PL	PTL	Total
Purchase Interest	0,228	-	0,228	0,101	-	0,101	-	-	-
Customer Satisfaction	0,037	0,146	0,183	0,287	0,065	0,352	0,641	-	0,641

Based on the data from the table above, it can be seen that the direct effect of product quality on customer satisfaction is 0.037. Meanwhile, the total effect is 0.183. The value of the direct effect is smaller than the total effect, namely 0.037 < 0.183. Meanwhile, the direct effect of promotion on customer satisfaction is 0.287. Meanwhile, the total effect is 0.352. The value of the direct effect is smaller than the total effect of 0.287 < 0.352.
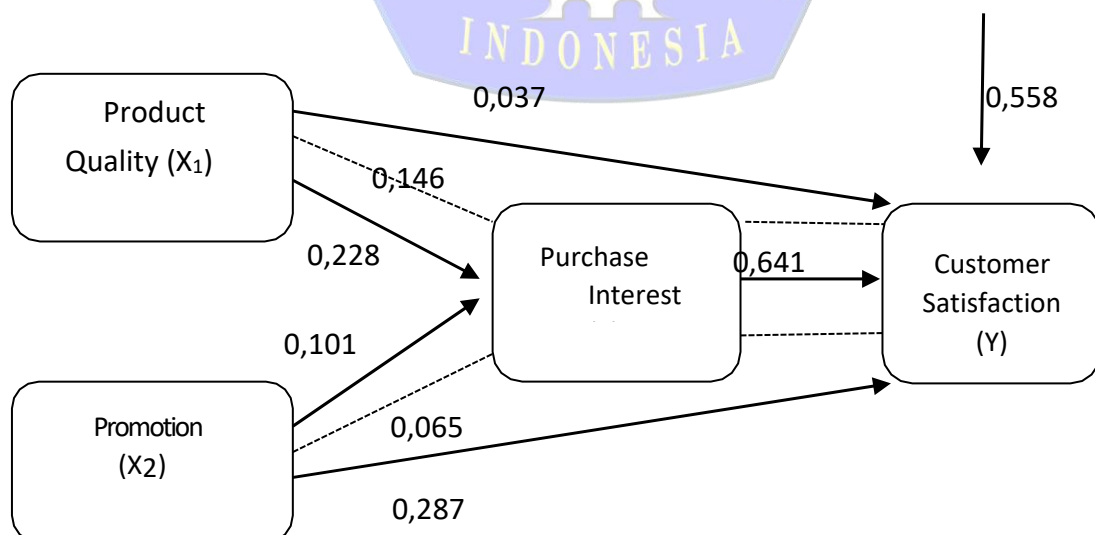
Figure 4.1. Path diagram of product quality and promotion to customer satisfaction with buying interest as an intervening variable.

Based on Figure 4.1, the direct and indirect effects of product quality and promotion on customer satisfaction with purchase intention as an intervening variable can be explained as follows:

1. Direct influence :
    a. The effect of product quality on purchase intention is 0.228.
    b. The effect of promotion on purchase intention is 0.101.
    c. The effect of purchase intention on customer satisfaction is 0.641.
2. Indirect effect :
    a. The effect of product quality on customer satisfaction through purchase intention is (0.228 x 0.641) = 0.146.
    b. The effect of promotion on customer satisfaction through purchase intention is (0.101 x 0.641) = 0.065.
3. Total effect :
    a. The direct effect of product quality on customer satisfaction is 0.037, while the effect of product quality on customer satisfaction through buying interest is 0.146. Then the total effect of product quality is (0.037 + 0.146) = 0.183.
    b. The direct effect of promotion on customer satisfaction is 0.287, while the effect of promotion on customer satisfaction through buying interest is 0.065. Then the effect of the total service tariff is (0.287 + 0.065) = 0.352.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

This study aims to determine the effect of product quality and promotion on customer satisfaction with purchase intention as an intervening variable. Research respondents totaled 96 people who visited and bought products at the Rabbani Shop. Based on the data that has been collected and tests that have been carried out on the formulation of the problem, it can be concluded as follows:

1. Product quality affects purchase intention. This shows that the better the quality of the product that is produced by the Shops Rabbani will further enhance the customer buying interest in buying the product in store Rabbani.
2. Promotion affects purchase intention. This shows that the more intense promotions carried out by the Rabbani Shop, it will cause the customer's buying interest in buying products at the Rabbani Shop to be higher.
3. Purchase intention affects customer satisfaction. So the higher the customer's buying interest in buying products at the Rabbani Shop, it will increase customer satisfaction in shopping at the Rabbani Store.
4. Product quality affects customer satisfaction. This shows the better quality of the product that is produced by Rabbani Stores will increase customer satisfaction in shopping at Shop Rabbani.
5. Promotion has an effect on customer satisfaction. This shows that the more intense promotions carried out by the Rabbani Shop in selling its products, it will have a good impact on customer satisfaction in buying products at the Rabbani Shop.
6. Purchase intention is an intervening variable between the influence of product quality on customer satisfaction. That's because the quality of the products are either not directly improve the customer buying interest in shopping at Shop Rabbani which then continues towards the customer satisfaction in choosing and buying the product in store Rabbani.
7. Purchase intention is not an intervening variable between the effect of promotion on customer satisfaction. This is because the promotions that have been intensively carried out by Rabbani Stores but are not matched by high buying interest so that it does not have an impact on customer satisfaction in choosing and buying products at Rabbani Stores.

5.2. Suggestion

The suggestions in this study are:

1. The Rabbani shop should always strive to improve the quality of its products and increase the variety of its products so that products for men's clothing will increase so that later many customers will be loyal in buying products at the Rabbani Shop .
2. The Rabbani Shop to keep aggressively promoting its products among the public and students so that many people know about Rabbani Shop products.
3. The Rabbani store to continue to learn and understand the customer buying interest so as to meet the needs of the fashion student / student, mother households, self-employed to support the appearance of them in their professional work and everyday customers shop Rabbani.
4. The Rabbani shop should always try to increase customer satisfaction who shop at Rabbani Shop, namely by providing the best service and price compared to competitors.

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