

Dynamic in HIJAB Market: Implementation of Innovation, Product Quality and Customer Satisfaction With Consumer's Trust as Moderation

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Abstract. The Muslim fashion industry is a rapidly growing sector that presents both opportunities and challenges for companies seeking to satisfy customers. Drawing on survey data from 272 customers of the Indonesian Muslim fashion brand Rabbani, this study examines the impact of product quality and innovation on customer satisfaction, as well as the potential moderating role of consumer trust. Partial least squares structural equation modeling (PLS-SEM) results indicate that product quality has a significant positive effect on both innovation ($\beta = 0.994$, $p < 0.001$) and satisfaction ($\beta = 0.775$, $p < 0.001$), while innovation does not significantly influence satisfaction ($\beta = 0.152$, $p > 0.05$). Consumer trust positively moderates the innovation-satisfaction relationship, but the effects weak and only marginally significant ($\beta = -0.003$, $p < 0.10$). These findings suggest that managers in the Muslim fashion industry should prioritize product quality to drive customer satisfaction, while also building trust to enhance the effectiveness of innovation efforts. The study contributes to the literature by offering new insights into the interplay of product quality, innovation, trust, and satisfaction in an important but understudied context. Limitation and future research directions are discussed.

Keywords: innovation, product quality, customer satisfaction, consumer trust, Rabbani

1. Introduction

The development of the Muslim community in Indonesia has shown substantial progress in recent decades, which is reflected in various aspects of social, economic, and cultural life. In this context, the Muslim fashion sector in Indonesia has also experienced tremendous growth in recent years, marking a significant transformation in the way people express their identity through fashion that not only fulfils religious requirements but also follows global trends (Elvianti & Putri, 2019). As a country with a predominantly Muslim population, Indonesia has a significant market share for Muslim clothing. This phenomenon, in turn, has been a strong driver for the growth and development of the Muslim fashion industry in Indonesia, indicating an exciting market dynamic within the sector (Utami et al., 2019). Designers, both local and international, are increasingly focusing on developing Muslim fashion collections that not only reflect modern aesthetics and current trends, but also significantly align with religious principles and values. This trend signifies a growing synergy between fashion and religious ethics in the context of contemporary fashion (Park & Park, 2021). Designers are increasingly inclined to integrate traditional elements with innovative modern touches, with the aim of creating Muslim clothing that not only displays elegance, but also implies a contemporary style. This approach demonstrates that creative exercises in fashion can result in products that honour cultural heritage while meeting the aesthetic demands of modern times

Hijab can be considered as one of the variations of Muslim clothing that has gained substantial attention and interest from consumers, especially among Muslim women. This phenomenon illustrates not only fashion trends, but also shows a shift in social values that increasingly value the expression of religious identity through clothing choices (Elvianti & Putri, 2019). The demand for hijab continues to increase along with fashion trends that integrate fashion elements with Islamic values in their appearance (Sumarlia et al., 2020). In addition, the growing number of large local brands in the field of Muslim fashion also increases diversity and choice for consumers (Fitri et al., 2021). This is an opportunity for entrepreneurs, especially for those who want to enter the Muslim fashion industry. Therefore, the emergence of hijab brands, ranging from those that are less known to those that have an established image in the eyes of consumers, is increasing. Industry players are competing to strengthen their brands to stay at the forefront of the hijab fashion market.

Rabbani is one of the four leading hijab brands in Indonesia and is considered a pioneer of instant hijab with a modern sharia concept. Established in 1991, Rabbani has successfully attracted diverse consumer groups through product quality, the application of Islamic values, and an extensive distribution network (Yanis, 2021). As a leading company, Rabbani continues to play an important role in the Indonesian hijab market. Despite intense competition and new emerging trends, Rabbani's demand index remains stable, demonstrating consumer trust and loyalty to the brand. This can be seen from the demand percentage index in Figure 1 below

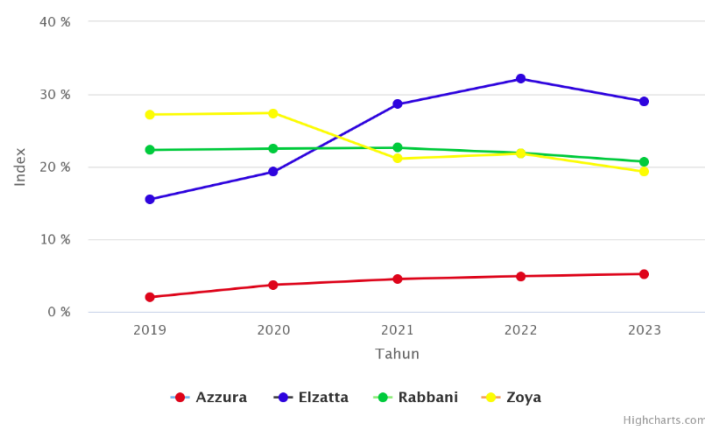


Fig.1: Percentage index of Muslim fashion in Indonesia
Source: www.topbrand-award.com, 2023

As a leading company, Rabbani continues to play an important role in the Indonesian hijab market. Despite intense competition and new emerging trends, Rabbani's demand index remains stable, demonstrating consumer trust and loyalty to the brand. This can be seen from the demand percentage index in Figure 1 below (Park & Park, 2021) , lower prices with the same quality, (Gerin Johansyah & Kaniawati, 2019) , and clear information about raw materials (Wiese et al., 2004) . Based on the pre-survey results, it shows that Rabbani products do not fully meet consumer expectations. Surveys and customer reviews show that some consumers consider the price of Rabbani Hijab to be too high compared to the benefits they receive, especially when there are cheaper alternatives with comparable quality. In addition, a lack of communication regarding the origin of raw materials and production processes can reduce consumer trust in a brand. (Eisingerich & Bell, 2008) . These insights allow Rabbani to identify gaps that need to be addressed in order to improve competitiveness and customer satisfaction.

This study provides new insights by investigating the moderating role of consumer trust in the relationship between innovation, product quality, and customer satisfaction using the case of Rabbani Hijab, a leading Indonesian hijab brand. While previous literature has examined the impact of innovation and product quality on consumer behavior, this study delves deeper into how trust influences these relationships, especially in a competitive market where price sensitivity and transparency regarding raw materials play a key role. By identifying gaps between consumer expectations and Rabbani's current offering, the study highlights the need for strategic improvements in pricing, communication, and innovation to increase customer loyalty. These findings contribute to the existing body of knowledge by highlighting the dynamic interplay between trust, quality, and innovation in shaping consumer satisfaction in the Islamic fashion industry. The purpose of this study is to analyse the effect of innovation and product quality on customer satisfaction, and evaluate the role of consumer trust as a moderating variable in the relationship among Rabbani Hijab consumers.

2. Literature Review

Product Quality

Product quality refers to the features and attributes of a product that affect its ability to meet, satisfy needs or exceed consumer expectations (Pradana & Al, 2017) . Product quality is a by-product of production and impacts consumers through distribution and use to satisfy needs (Umam & Widodo, 2022). High product quality directly contributes to consumer satisfaction because products that meet or exceed customer expectations guarantee a positive experience (Yuswohady et al., 2021) . Consistent customer satisfaction increases brand loyalty, as customers tend to come back again and again, buy the product (Rizan et al., 2013) , and recommend it to others (Martaleni et al., 2022). The previous researchs have highlighted the important role that product quality plays in shaping customer satisfaction, brand loyalty, and competitive advantage. High product quality ensures that consumer expectations are met or exceeded, leading to positive experiences and repeat purchases. Strong brand loyalty allows companies to maintain market share and build long-term customer relationships (Ruth & Isabirye, 2024). Superior product quality helps firms maintain a competitive advantage as high-quality products differentiate them from competitors in the market (Rochman & Alimudin, 2019). Product quality is a fundamental driver of customer loyalty and business sustainability. By focusing on product quality, firms ensure that their products meet high standards and offer maximum value to consumers, which ultimately strengthens brand reputation (Kuo, 2012) and increases market share (Sagheb et al., 2020).

According to Fandy Tjiptono & Chandra in Lubis (2021) , there are eight dimensions of product quality that have been developed and can be used as a framework for strategic planning and analysis. These dimensions are: (1). *Performance (Performance)* (2). *Additional Features (Features)* (3). *Reliability* (4). *Conformance* (5). *Durability* (6). *Serviceability* (7). *Aesthetics* (8). *Perceived quality*.

The relationship between product quality and innovation is well supported by Schumpeter's innovation theory (1934), which assumes that innovation creates competitive advantage by differentiating products and improving their quality (Xu et al., 2023). Innovation plays a key role in product development, enabling companies to develop superior products that meet evolving consumer needs (Arisanty et al., 2021). The Resource-Based View (RBV) theory (Barney et al., 2001) also supports this hypothesis by emphasizing that companies with strong innovation capabilities are able to develop high-quality products that differentiate them from their competitors. Empirical studies such as those by Rai et al., 2023 and Tiara et al. (2022), confirm that there is a significant relationship between product quality and innovation, indicating that continuous innovation leads to improved product features, functionality, and durability. Although Rochman & Alimudin (2019) argue the opposite, the prevailing view suggests that innovation is an important driver of improving product quality.

The Expectancy-Disconfirmation Theory by Oliver (1980) serves as a fundamental framework for understanding the impact of product quality on customer satisfaction (Yüksel & Yüksel, 2001). According to this theory, customer satisfaction occurs when the perceived quality of a product meets or exceeds expectations. High product quality leads to positive consumer experiences, enhancing satisfaction and brand loyalty (Dimiyati, 2011; Yuliansyah et al., 2023). The SERVQUAL model (Parasuraman et al., 1985), highlights product quality as a key component of customer satisfaction, highlighting reliability, performance, and consistency as key factors. Although Ghazali & Sholahuddin (2024) argue that product quality may have an insignificant or negative impact on satisfaction in certain circumstances, the prevailing literature suggests a positive and significant relationship. This is consistent with the idea that good product quality promotes customer trust, increases perceived value, and increases repurchase intentions.

H1: There is a positive influence between product quality and innovation

H2: There is a positive influence between product quality and customer satisfaction

Product Innovation

Previous studies have highlighted that innovation is a dynamic process that integrates creativity, research, and technological advances to generate added value and improved solutions in various sectors. Innovation can be defined as the process of creating or developing new products, services, or processes that provide added value or better solutions to human needs (Pattipeilohy, 2018). Innovation was the fusion of creative ideas, research, and technological development that aims to produce positive changes in various fields, including technology, business, health, and the environment (Reguia, 2014). Innovation requires not only the creation of new products, services, and processes, but also effective implementation strategies to ensure their successful adoption and impact on society (Teece, 2018). Innovation plays a key role in improving competitiveness and sustainability by driving positive change in sectors such as economy, technology, health, and environment. These studies highlight that both the development and implementation of innovations are important to achieve meaningful and sustainable improvements.

Innovation indicators include the ability to develop new ideas, implement the latest technology, and create solutions that differentiate products and services from competitors in the market (Löfsten, 2014). Innovation consists of 5 characteristics, namely; information, compatibility, relative advantage, perceived risk, and brand trust (Fong et al., 2023). According to Lukas & Ferrell (2015) explains that there are several indicators of product innovation, namely: (1). *Line extensions*, namely the products produced by the company are not really new but relatively new to a market. (2). *New product (me too product)*, which is a new product for the company but not new to the market. (3). A completely *new product (new to the world product)* is a product that is new to both the company and the market.

The positive impact of innovation on customer satisfaction is supported by several theoretical theories, such as the diffusion of innovation theory, which suggests that innovations that provide better solutions to consumer needs increase perceived value and satisfaction (Bening et al., 2023; Reguia, 2014). According to expectation-discrepancy theory, innovations that meet or exceed customer expectations lead to positive discrepancies, which in turn lead to higher satisfaction (Xu et al., 2023). The service-dominant logic emphasizes that innovations in the service sector drive value creation by tailoring offerings to customer needs (Vargo et al., 2014). Empirical studies such as Riswan & Al (2022) confirm that innovations positively impact customer satisfaction by providing better products and services. Although Suhianto & Marchyta (2022) did not find a significant effect, the general literature suggests that innovations that meet consumer needs and expectations contribute to increased satisfaction.

H3: There is a positive influence between innovation and customer satisfaction

Consumer Satisfaction

Consumer satisfaction can be defined as a positive reaction or emotion experienced by consumers after experiencing the performance or results of a product or service, and comparing it with their expectations (E. Park et al., 2021). Customer satisfaction is the level of customer happiness with the products and services received from a particular company (Albarq, 2023). The previous studies have emphasized that customer satisfaction is a positive emotional response resulting from the comparison of product or service performance with customer expectations. It is influenced by key factors such as service quality, product quality, and price adjustment to customer expectations. Customer satisfaction is related to service quality, product quality, and price in a transaction (Moise et al., 2021). Customer satisfaction is influenced by the quality of service provided, which includes aspects such as speed, friendliness, and responsiveness in meeting customer needs. (Duy, 2021). Product quality and price in accordance with customer expectations are important factors in providing a satisfying experience, which encourages customers to make repeat purchases or recommend the product or service to others (Albari & Kartikasari, 2024; Rahmi & Ariyanti, 2022). Previous studies have emphasized that customer satisfaction is a key factor in business success and emphasize the need for continuous improvement of products and services to strengthen customer relationships and market competitiveness. Deeper understanding of customer satisfaction and ongoing efforts to improve it are key ingredients in successful marketing strategies and product development.

According to Duy (2021), insurance and empathy are the two factors that have the greatest influence on customer satisfaction. Zikri & Harahap (2022) identified several indicators that define customer satisfaction, including: (1) overall customer satisfaction, (2) dimensions of customer satisfaction, (3) confirmation of expectations, (4) repurchase intentions, and (5) willingness to recommend

The hypothesis that innovation can mediate the relationship between product quality and customer satisfaction is supported by mediation theory, which assumes that a mediator explains the mechanism by which an independent variable influences a dependent variable (Yadav & Rangnekar, 2015). In this context, innovation acts as a mediator that allows for continuous product improvements that meet consumers' dynamic expectations and increase satisfaction. According to the Resource-Based View (RBV) theory (Barney et al., 2001), innovation allows companies to maintain a competitive advantage by adapting and developing products and improve customer satisfaction. A study by Morales et al. (2024) highlights the relationship between product quality, innovation and customer satisfaction, suggesting that while product quality directly affects satisfaction, innovation plays a key role in ensuring that products remain relevant over time and meet consumer needs. Therefore, innovation not only contributes to product quality but also facilitates the realization of changing consumer expectations, and is therefore an effective intermediary between product quality and customer satisfaction.

H4: Innovation can mediate product quality and customer satisfaction

Consumer Trust

Previous studies have emphasized that customer satisfaction is a positive emotional response resulting from the comparison of product or service performance with customer expectations. Consumer trust is a key element in building long-term relationships between businesses and customers (Desembrianita & Mulyono, 2024). When consumers have confidence in the quality, service, and integrity of the products offered by the company, they tend to make repeat purchases and recommend the brand to others. This trust also plays an important role in creating strong customer loyalty (Cardoso et al., 2022; Dimyati, 2011). Trust is a crucial factor that influences consumer decisions in determining whether to make a purchase or not (Rahayu & Setiyadi, 2022). This is becoming increasingly important given the intense competition in the market. Meanwhile, according to Cardoso et al. (2022), Trust can be defined as the willingness of consumers to buy a product brand, accompanied by confidence in the information provided by the store to meet their expectations. When product quality and price meet or exceed expectations, consumers are more likely to make repeat purchases or recommend the brand to others. Furthermore, previous studies have emphasized that customer satisfaction is a key factor in business success and emphasize the need for continuous improvement of products and services to strengthen customer relationships and market competitiveness.

Indicators of consumer trust include several factors that reflect customer trust in a company or brand. Rahayu & Setiyadi (2022) divides trust into ability, integrity, and benevolence. Meanwhile, consumer trust can be divided into reliability, certainty and trust in the activities, objects and users associated with social commerce technology (Hammouri et al., 2021). When a company can demonstrate its commitment to customer satisfaction and ensure that the products and services offered are reliable, consumers will feel more confident to make transactions and engage in further interactions with the brand (Jadoum et al., 2024).

The hypothesis that consumer trust can moderate the relationship between innovation and customer satisfaction is based on social exchange theory, which posits that trust influences the strength of interpersonal or interorganizational relationships, for example, between a company and a consumer (Bhat et al., 2022). When consumers trust a company, they are more likely to recognize the benefits of innovation and are more likely to accept new products and improvements, which in turn increases satisfaction (Ahmed, 2023). Trust theory (Mayer et al., 1995) also emphasizes that trust reduces uncertainty and promotes consumers' positive attitudes toward innovation, which makes them more willing to accept new products and services. An empirical study by Sharma (2022) supports the idea that innovation increases customer satisfaction, and Dimyati (2011) further suggests that consumer trust may enhance this effect. Consumer trust influences how innovation is perceived and to what extent it influences satisfaction by moderating the relationship between innovation and satisfaction. This suggests that high levels of trust may enhance the positive effect of innovation on customer satisfaction. Consumer trust acts as an important moderator in the dynamics between innovation and customer satisfaction.

H5: Consumer trust can moderate innovation and customer satisfaction

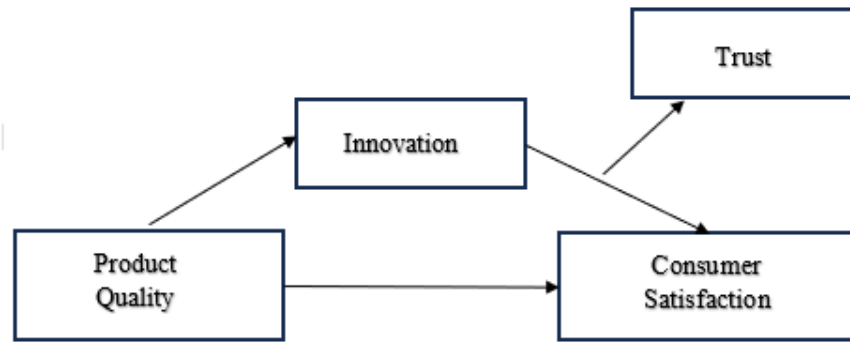


Fig.2: Framework

3. Methodology

This research uses quantitative methods. The data collection method was carried out through distributing questionnaires, while the sampling technique used was purposive sampling. The determination of the number of respondents in this study was carried out using the Isaac & Michael sample table. Based on data from www.kemendagri.go.id, the population of Muslim women in Indonesia in 2024 reached 121,054,949 people. The sample size obtained in this study is 350 people using table sample of Isaac and Michael. The key demographic characteristics of the sample included factors such as age, education level, income, and marital status, which were carefully considered to ensure representativeness of the population and capture a wide range of consumer behaviors related to Muslim fashion. PLS-SEM was preferred over covariance-based approaches due to its flexibility in handling complex models with smaller sample sizes and its ability to accommodate non-normal data distributions. PLS-SEM is best suited for exploratory studies predicting consumer behavior and is therefore more suited to the focus of this study, which is to understand consumer preferences in the Muslim fashion market.

4. Results and Discussion

The results of this study are data analysis that includes indicators and modelling criteria to assess the relationship between innovation, product quality, customer satisfaction, and customer trust which functions as a moderating variable. After obtaining the research results with the help of Smart-PLS software, the following will present a discussion of the analysis results.

Table 1. Indicators, Symbols, and Validity

Variable	Indicator	Code	Outer Loading
Product Quality	Products fulfil the primary needs of consumers	KP1	0,939
	Product has interesting additional features	KP2	0,981
	Product is reliable for long-term use	KP3	0,959
	Products sold are free of defects or damage	KP4	0,961

Variable	Indicator	Code	Outer Loading
	Product lasts despite regular use	KP5	0,964
	The company has provided the best service related to the product	KP6	0,956
	Product design is in line with expectations	KP7	0,966
	High quality products	KP8	0,952
Innovation	The company has introduced products that are different from previous products	I1	0,971
	New products launched are already available from competitors	I2	0,979
	New consumers see products with new features issued by the company	I3	0,982
Consumer Satisfaction	Consumers are satisfied with the product	KK1	0,985
	Consumers are satisfied with product-related services	KK2	0,958
	Product quality as promised	KK3	0,976
	Consumers will make repeat purchases	KK4	0,972
	Consumers will recommend the product	KK5	0,939
Consumer Trust	The company has the competence to fulfil consumer needs	KPK1	0,986
	The company is honest in conveying product-related information	KPK2	0,958
	The company cares about customer satisfaction	KPK3	0,989

Table 2. Reliability

	α	ρ_A	CR	AVE
Product Quality	0,988	0,988	0,989	0,921
Innovation	0,977	0,977	0,985	0,955
Consumer Satisfaction	0,982	0,982	0,986	0,934
Consumer Trust	0,977	0,978	0,985	0,956

Validity Test

Based on the results of the validity test that has been carried out, it can be concluded that each statement item used for the variables of innovation, product quality, customer satisfaction, and consumer confidence is declared valid as a whole. This is based on the calculation of outer loading which shows a value above 0.7. Thus, all items from all variables can be used for further data processing.

Reliability Test

This reliability test was carried out using the *Cronbach's Alpha* formula. The variable is said to be reliable if the *Cronbach's Alpha* value is > 0.60 (Kwong & Wong, 2019) . Based on the results of this study, researchers found that the *Cronbach's Alpha* results of all variables were more than 0.839. The Average Variance Extracted (AVE) value for all variables has also exceeded the 0.5 threshold. Likewise, the Composite Reliability value for all variables has shown a number above 0.7. Based on these findings, it can be interpreted that this data fulfils the necessary reliability criteria, so it is declared reliable.

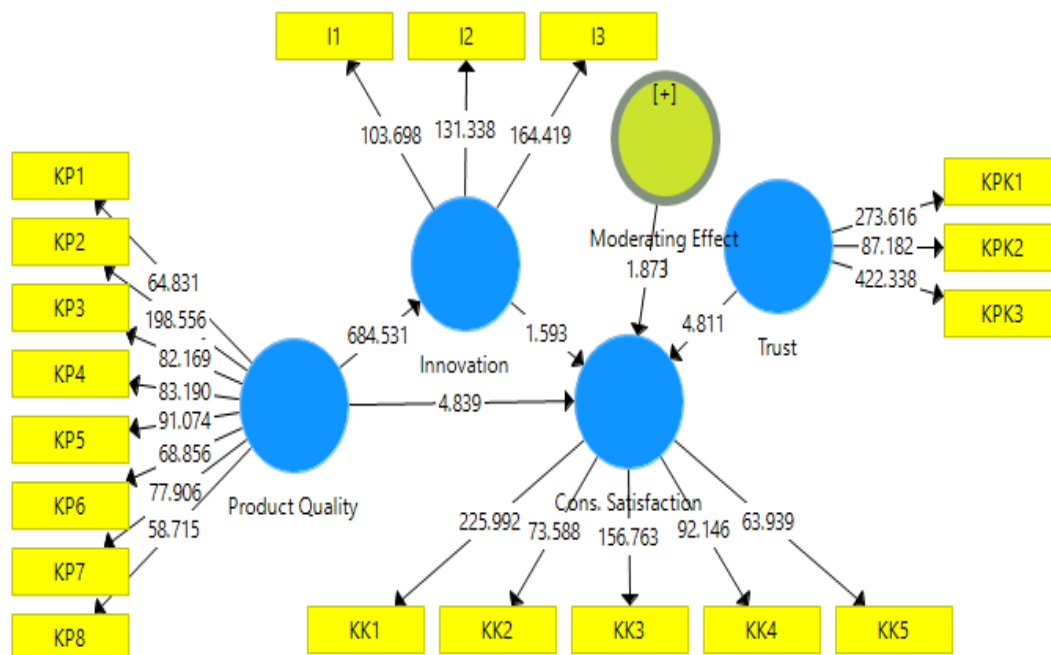


Fig.3: Result of PLS-SEM structural model path coefficient

Hypothesis Test

Table 3. T test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovation -> Cons. Satisfaction	0,152	0,141	0,095	1,593	0,112
Moderating Effect 1 -> Cons. Satisfaction	-0,003	0,003	0,002	1,873	0,062
Product Quality -> Cons. Satisfaction	0,775	0,778	0,047	16,650	0,000
Product Quality -> Innovation	0,994	0,994	0,001	684,531	0,000
Trust -> Cons. Satisfaction	0,223	0,220	0,046	4,811	0,000

Source: Research data (processed) SPSS

The analysis results show that customer satisfaction has a path coefficient of 0.775 with a T-statistic value of 16.650, which is indicated to be highly significant ($p < 0.01$). In addition, product quality has a very large influence on innovation, with an almost perfect path coefficient of 0.994 and a T-statistic value of 684.531 ($p < 0.01$). Trust also contributes significantly to customer satisfaction, with a path coefficient of 0.223 and a T-statistic value of 4.811 ($p < 0.01$). In contrast, innovation does not show a significant direct effect on customer satisfaction, as reflected by a path coefficient of 0.152, a T-statistic value of 1.593, and a p-value of 0.112 ($p > 0.05$). The moderating effect tested in the model showed a weak influence, with a path coefficient of -0.003 and only approaching significance at the 10% significance level (p-value 0.062). Overall, the results of this analysis emphasise the importance of product quality and trust as the main factors driving consumer satisfaction, while innovation is also likely to influence satisfaction indirectly through other variables

The results of the analysis show that product quality has a highly significant influence on innovation, with quality almost completely determining the level of innovation generated. Theoretically, this finding confirms that innovation often arises as a result of efforts to improve product quality. In this case, innovation is not only defined as the creation of something new, but also as an effort to ensure real added value for consumers. In a managerial context, Rabbani Hijab needs to direct their innovations to support and improve product quality. For example, innovation can be done by bringing in relevant new features, such as technology that improves comfort, durability, or designs that better suit the needs of modern consumers. This approach will ensure that innovations positively impact the customer experience and strengthen the brand's position in the market.

Product quality has a very significant effect on customer satisfaction, which confirms that quality is a major factor in determining the level of customer satisfaction. Theoretically, the results of this study support the concept that product quality is at the core of perceived value by consumers, in line with the theory that good quality has a direct relationship with customer satisfaction. The managerial implications of this research indicate that Rabbani Hijab needs to continue to invest in efforts to improve product quality, which includes aspects of materials, design, and production processes. By ensuring that every element of the product meets high standards, Rabbani Hijab can provide an optimal experience to consumers. This in turn is expected to increase customer loyalty and strengthen the brand's position in the market.

The results of the analysis show that innovation does not have a significant direct effect on customer satisfaction, which indicates that innovations applied independently are not sufficient to increase

customer satisfaction. Theoretically, this implies that innovation does not always have a positive impact if it is not in line with consumer needs or preferences. From a managerial perspective, it is important for Rabbani Hijab to ensure that any innovations made are relevant and in line with consumer expectations. Innovation should not only be directed at creating new or unique aspects, but should also be able to support product quality and provide real added value that can be felt directly by consumers. Thus, this will ensure that innovations are not only attractive, but also contribute to strengthening customer satisfaction.

A surprising finding of this study is that there is an unexpected relationship between product quality, innovativeness, and customer satisfaction. Previous studies have yielded mixed results. For example, while some studies suggest that product quality has a positive impact on customer satisfaction (Yuliansyah et al., 2023), others, such as Ghazali & Sholahuddin (2024), argue that product quality does not necessarily lead to increased satisfaction. Although innovation is generally considered to increase customer satisfaction (Riswan & Al, 2022), Suhianto & Marchyta (2022) found no significant effect. This deviation may be due to contextual differences, such as market trends and consumer perceptions, that were not considered in previous studies. This result prompts us to think more deeply about the theoretical implications, especially regarding the need to rethink the interplay between innovation and product quality in a competitive and dynamic market such as the Islamic fashion industry. In reality, companies like Rabbani can refine their strategies by focusing on consumer trust and aligning their innovations with changing customer expectations to ensure sustainable satisfaction.

5. Conclusion

The results of this study can be concluded as follows:

1. Hypothesis 1 (Innovation → Consumer Satisfaction): Not significant, innovation does not directly affect consumer satisfaction.
2. Hypothesis 2 (Moderating Effect → Consumer Satisfaction): Not significant at the 5% level, weak moderating effect.
3. Hypothesis 3 (Product Quality → Consumer Satisfaction): Significantly, product quality strongly influences consumer satisfaction.
4. Hypothesis 4 (Product Quality → Innovation): Highly significant, product quality almost completely determines innovation.
5. Hypothesis 5 (Trust → Consumer Satisfaction): Significant, trust has a positive influence on consumer satisfaction.

The results of this study indicate that product quality has a very significant influence on customer satisfaction and innovation. This confirms that product quality is a major factor in determining the level of customer satisfaction as well as a foundation for encouraging innovation. Customer trust is also shown to have a positive and significant influence on customer satisfaction, which shows the importance of trust in building long-term relationships with customers. In contrast, innovation does not show a significant direct effect on customer satisfaction, although it remains relevant when directed to support product quality improvement. In addition, the moderating effect of consumer trust on the relationship between innovation and customer satisfaction shows a weak influence and only approaches significance at the 10% level.

Managerial Implications

The managerial implications of this study are primarily focused on Rabbani, providing valuable insights into how the brand can leverage product quality, innovativeness, and consumer trust to increase customer satisfaction. To enhance the value of this article, it would be useful to determine whether these findings are transferable to other SMEs in the Islamic fashion industry. Comparing the findings with studies conducted in other markets and sectors would provide a more comprehensive understanding of

the factors that influence customer satisfaction and brand loyalty in different contexts. This comparison would help identify the boundary conditions where these relationships exist and provide actionable recommendations to more companies in the Islamic fashion industry, and increasing the generalizability and relevance of the findings.

Based on the findings, Rabbani Hijab's management is advised to prioritize improving product quality, which is a key factor that influences customer satisfaction and innovation. Improvements can be achieved by leveraging high-quality materials, attractive designs, and product comfort. Gaining consumer trust is also important. This can be achieved through offering responsive service, transparent communication, and product guarantees. Innovation remains important, but the focus should be on aspects that support product quality, such as: adding features and design that meet consumer needs. The current advertising strategy appears to have minimal impact and should be reevaluated. Marketing communications should focus on highlighting superior quality and building trust to increase customer loyalty. By implementing these strategies, Rabbani Hijab will be able to improve customer satisfaction and become more competitive in the market.

This study supports the idea that product quality is central to customer satisfaction and innovations that support product quality can indirectly improve customer experience. From a management perspective, Rabbani Hijab should continue to invest in improving product quality, especially materials, design, and production processes, to ensure customer satisfaction. Innovations should be aligned with consumer needs and provide tangible added value, such as comfort, increased durability, and designs that meet market needs. Building trust through transparency, consistent service, and a commitment to customer satisfaction will help strengthen customer loyalty and solidify the brand's position in the market.

Research Limitations

This study has several limitations, including the use of a sample limited to the context of Rabbani Hijab, so the results may not be generalisable to other industries or broader markets. In addition, this study has not measured the potential mediating effects of other variables, such as customer loyalty or brand value, which may influence the relationship between innovation, product quality and customer satisfaction. The analytical method used, Smart-PLS, also has limitations in capturing the complexity of causal relationships compared to other analytical methods, such as covariance-based Structural Equation Modeling (SEM).

Future research is recommended to expand the sample to include other brands and industries to improve the generalisability of the results. In addition, the addition of other mediating or moderating variables, such as brand value, consumer loyalty, or user experience, may help explore the relationship more comprehensively. The use of additional analytical methods, such as covariance-based Structural Equation Modeling (SEM), should also be considered to evaluate the research model in greater depth.

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