

ABSTRACT

This study aims to examine the role of customer satisfaction in mediating the influence of product quality on customer loyalty in the context of Kahf Facewash products. Based on the quality–satisfaction–loyalty model, the study proposes that satisfaction functions as a mediating variable between product quality and loyalty, while also providing new insights into consumer behavior within the men’s skincare segment.

The research was conducted using a quantitative approach by distributing questionnaires to 100 consumers who had used Kahf Facewash within the last three months. The collected data were analyzed using SMART-PLS 4. The variables of product quality, satisfaction, and loyalty were measured using standardized indicators and analyzed collectively to identify the relationships among variables.

The results show that product quality has a positive and significant effect on customer satisfaction, and satisfaction has a positive and significant effect on customer loyalty. Furthermore, satisfaction was proven to mediate the relationship between product quality and customer loyalty, underscoring its critical role.

These findings indicate that although product quality is a key factor, companies must strengthen customer satisfaction and engagement strategies in order to build long-term loyalty. This research is expected to provide theoretical contributions regarding the mediating role of satisfaction as well as practical implications for Kahf and similar brands in developing marketing and customer retention strategies.

Keywords: *Product quality, customer satisfaction, customer loyalty, Kahf Facewash.*

