

The Role of Involvement With Preferred Brand and Satisfaction With Product Category in Encouraging Purchase Behavior Through Attitudinal Brand Loyalty for Umkm Leather Shoe Consumers in Tanggulangin

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ABSTRACT

This study aims to analyze the influence of Involvement with Preferred Brand and Satisfaction with Product Category on Purchase Behavior through Attitudinal Brand Loyalty on leather shoe MSME consumers in Tanggulangin. The background of the study is based on the high competition in the leather shoe industry. The study used a quantitative approach involving 234 respondents who were leather shoe MSME consumers in Tanggulangin. Data were analyzed using the Partial Least Square (PLS) method. The results showed that Involvement with Preferred Brand and Satisfaction with Product Category had a positive and significant effect on Attitudinal Brand Loyalty. Attitudinal Brand Loyalty was proven to have a positive and significant effect on Purchase Behavior. The research findings also proved that Attitudinal Brand Loyalty was able to partially mediate the relationship between Involvement with Preferred Brand and Satisfaction with Product Category on Purchase Behavior.

INTRODUCTION

Consumer behavior is a crucial aspect of a successful marketing strategy because it reflects the consumer process in selecting, purchasing, and using a product. Changes in the business environment, particularly due to the development of digital technology, have altered consumer decision-making patterns. Consumers now have easier access to information, compare brands, and are influenced by reviews, social media, and marketplaces. As a result, purchasing decisions are no longer solely based on price and product quality, but are also influenced by psychological factors such as brand involvement, satisfaction, and brand loyalty. This situation requires companies, including MSMEs, to understand consumer behavior more deeply to build long-term relationships with customers.

According to Amiartuti, (2019) The leather shoe MSME industry in Tanggulangin, Sidoarjo, is a creative industry center that plays a vital role in the regional economy. However, increasing competition from imported products and changes in consumer behavior have challenged business owners in retaining customers. Consumers tend to switch brands more easily due to price, design, promotions, and emerging trends. This phenomenon indicates that consumer purchasing behavior remains volatile, resulting in less than optimal repeat purchases and brand loyalty. Therefore, a marketing strategy is needed that is not solely transaction-oriented but also able to build emotional attachment and positive attitudes toward brands.

Various studies have shown that involvement with a preferred brand and satisfaction with a product category are important factors influencing purchasing behavior. Consumer involvement with a brand reflects the level of attention and closeness consumers have with their chosen brand, while satisfaction with a product category reflects consumers' positive evaluations of a product's quality, comfort, durability, and design. These two factors are believed to strengthen attitudinal brand loyalty, which is loyalty based on a consumer's commitment, preference, and emotional bond with a brand. This attitudinal loyalty then plays a role in encouraging repeat purchases, recommendations to others, and consumer resilience to the influence of competing brands.

Although the relationship between involvement, satisfaction, loyalty, and purchasing behavior has been widely studied, research examining the mediating role of attitudinal brand loyalty in the context of leather shoe MSMEs in Tanggulangin is still relatively limited. Furthermore, the influence of changes in consumer behavior due to digitalization has not been widely studied in an integrated manner in the context of the local industry. Based on these conditions, this study aims to analyze the role of attitudinal brand loyalty in mediating the influence of involvement with the preferred brand and satisfaction with the product category on purchase behavior. The results of this study are expected to provide theoretical contributions in the development of consumer behavior studies and provide practical input for MSMEs in designing marketing strategies that can increase consumer loyalty and purchasing behavior sustainably.

LITERATURE REVIEW

Involvement with Preferred Brand

Involvement with a preferred brand describes a consumer's level of psychological involvement with their chosen brand. This involvement is reflected in the brand's attention, interest, and relevance to the consumer's personal needs and values. The higher a consumer's involvement with a brand, the stronger the emotional connection formed, thus encouraging loyalty and more consistent purchasing decisions. Previous studies have shown that involvement with a preferred brand has a positive effect on the formation of attitudinal brand loyalty because consumers tend to have a higher commitment to brands they consider important to them (Bennett et al., 2005; Ugalde et al., 2024; Novaleta et al., 2024).

Satisfaction with Product Category

Satisfaction with a product category is a consumer's overall evaluation of their experience using a product category based on the match between expectations and perceived product performance. Satisfaction is influenced not only by product quality but also by perceived value, price, service, and the experience during the purchasing process. Previous research has shown that consumers with high levels of satisfaction tend to make repeat purchases, build brand loyalty, and provide positive recommendations to others. Therefore, satisfaction with a product category is a crucial factor driving consumer loyalty and purchasing behavior (Pramuditha et al., 2025; Antonio et al., 2025; Zahrotul Fauziah et al., 2023; Lestari Ayu et al., 2022).

Attitudinal Brand Loyalty

Attitudinal brand loyalty is loyalty based on a consumer's attitude, commitment, and emotional attachment to a brand. This loyalty is reflected not only in repeat purchases but also in strong preferences, willingness to recommend the brand, and resistance to offers from competing brands. Several studies have shown that attitudinal brand loyalty acts as a mechanism linking consumer engagement and satisfaction with purchasing behavior. Therefore, the higher a consumer's attitudinal loyalty, the greater the likelihood of a long-term relationship between the consumer and the brand (Daniel et al., 2024; Fahira et al., 2023; Melia, 2024; Suhartanto, 2011).

Purchase Behavior

Purchase behavior is the process of consumers selecting, purchasing, using, and evaluating a product. This behavior is influenced by a combination of rational factors, such as price and quality, and psychological factors, such as brand engagement, satisfaction, and loyalty. In the digital era, purchasing decisions are also influenced by consumer reviews, social media, and online shopping experiences. Previous research has shown that purchase behavior is the result of the interaction of various internal and external factors that shape purchasing decisions, repeat purchases, and recommendations to other consumers (Mark et al., 2023; Wang et al., 2023; Filieri et al., 2018).

Hypothesis

H1: Involvement with Preferred Brand has a positive and significant effect on Attitudinal Brand Loyalty among Leather Shoe MSME Consumers in Tanggulangin.

H2: Satisfaction with Product Category has a positive and significant effect on Attitudinal Brand Loyalty of Leather Shoe MSME Consumers in Tanggulangin.

H3: Attitudinal Brand Loyalty has a positive and significant effect on Purchase Behavior of Leather Shoe MSME Consumers in Tanggulangin.

H4: Attitudinal Brand Loyalty mediates the influence of Involvement with Preferred Brand on Purchase Behavior of Leather Shoe MSME Consumers in Tanggulangin.

H5: Attitudinal Brand Loyalty mediates the influence of Satisfaction with Product Category on Purchase Behavior of Leather Shoe MSME Consumers in Tanggulangin.

FrameworkThe concept can be explained as follows:

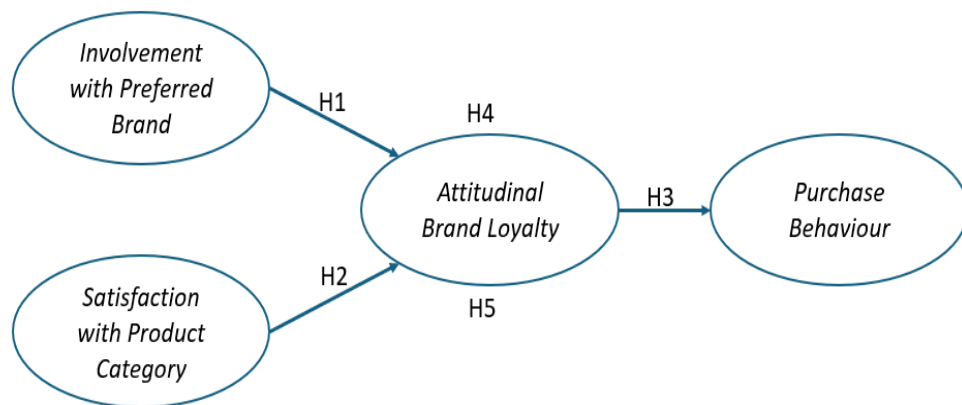


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with a causal research design to analyze the causal relationship between involvement with preferred brand, satisfaction with product category, attitudinal brand loyalty, and purchase behavior among leather shoe MSME consumers in Tanggulangin. The research population is all leather shoe consumers in Tanggulangin, while the sample is determined using a purposive sampling technique with the criteria that respondents have made more than one purchase. Because the population size is not known with certainty, the sample size is calculated using the Lemeshow formula, resulting in a minimum number of 96 respondents.

The research data consisted of primary data obtained through online questionnaires using Google Forms and secondary data from relevant scientific journals, books, and previous research. The research instrument was structured based on indicators for each variable and measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the help of SmartPLS 4.0.9.9 software. The analysis stages included evaluating the outer model through convergent validity, discriminant validity,

composite reliability, and Cronbach's alpha tests to ensure the validity and reliability of the instrument. The inner model was evaluated using the R-square (R^2), f-square (f^2), path coefficient through bootstrapping procedures, and specific indirect effects to test the mediating influence of attitudinal brand loyalty. The research hypothesis was accepted if the t-statistic value was > 1.96 and the p-value < 0.05 .

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Presentation (%)
Gender	Man	100	42.7%
	Woman	134	57.3%
Age	<20 Years	39	16.7
	20-30 Years	138	59.0
	31-40 Years	41	17.5
	>40 Years	16	6.8
Work	Students	84	35.9%
	Self-employed	42	17.9%
	Private employees	81	34.6%
	Civil Servants /Police/TNI	23	9.8%
	Another	4	1.7%
Product Purchase Frequency	2-3 Times	149	63.7%
	4-5 Times	63	26.9%
	More than 5 times	22	9.4%

Based on Table 1, most of the consumers of Leather Shoe MSMEs are women, as many as 134 people (57.3%). Among the respondents, the majority were in the age range of 20-30 years as many as 138 people (59.0%). Based on occupation, respondents were dominated by students as many as 84 people (35.9%). Regarding the frequency of product purchases, most respondents have made purchases 2-3 times in the past year, namely as many as 149 people (63.7%).

Measurement Model (Outer Model)

Validity and Reliability Test Results

Table 2. Results of Validity Test and Reliability Test

Variables	External Loading	AVE	Cronbach's Alpha
Involvement With Preferred Brand	0.867-0.902	0.648	0.864
Satisfaction With Product Category	0.904-0.924	0.669	0.901
Attitudinal Brand Loyalty	0.897-0.924	0.708	0.897
Purchase Behavior	0.896-0.923	0.705	0.895

Based on Table 2, The outer loading values for each indicator range from 0.867 to 0.924, indicating that all indicators are valid because they exceed the

minimum threshold of 0.70. Furthermore, the Average Variance Extracted (AVE) values for all variables range from 0.648 to 0.708, indicating that each construct explains more than 50% of the indicator's variance. Cronbach's Alpha values also range from 0.864 to 0.901, indicating that all variables have excellent reliability, exceeding the threshold of 0.70.

Structural Model

Data analysis in this study used the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS 4.0 software:

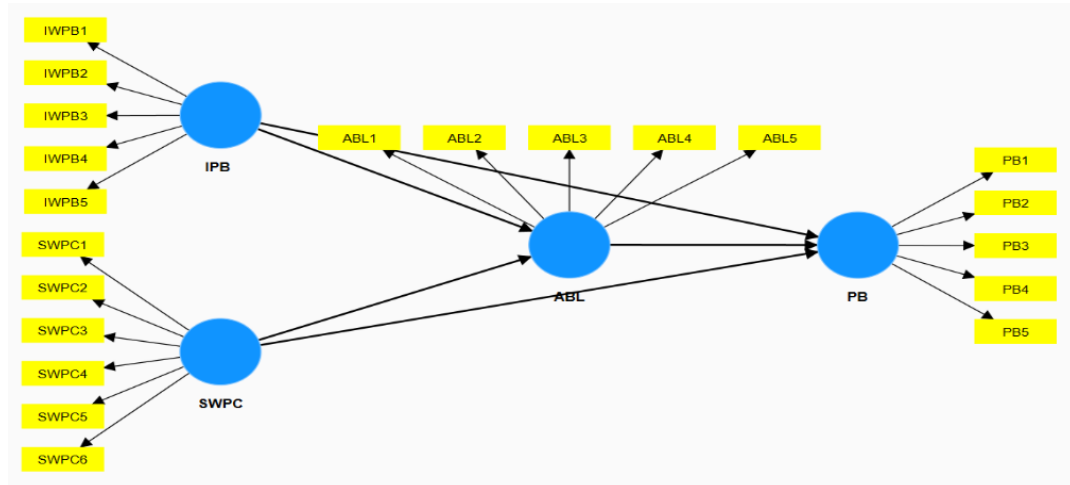


Figure 2. Structural Model

R-Square (R^2)

Table 3. R-Square (R^2) Test Results

Variables	R-square	R-square adjusted
Attitudinal Brand Loyalty	0.576	0.572
Purchase Behavior	0.790	0.787

Based on Table 3. Value R-Square (R^2) **Attitudinal Brand Loyalty (ABL)** has an R-square value of 0.576 and an Adjusted R-square of 0.572. Meanwhile, the Purchase Behavior (PB) variable obtained an R-square of 0.790 and an Adjusted R-square of 0.787.

F-Square (F²)

Table 4. F-Square (F²) Test Results

	Involvement With Preferred Brand	Satisfaction With Product Category	Attitudinal Brand Loyalty	Purchase Behavior
Involvement With Preferred Brand			0.350	0.317
Satisfaction With Product Category			0.247	0.324
Attitudinal Brand Loyalty				0.192
Purchase Behavior				

Based on Table 4. F-Square Test Results It is known that Involvement With Preferred Brand has a large influence on Attitudinal Brand Loyalty with an f^2 value of 0.350. Involvement With Preferred Brand also has a fairly strong influence on Purchase Behavior with an f^2 value of 0.317. Satisfaction With Product Category has a moderate influence on Attitudinal Brand Loyalty with an f^2 value of 0.247 and on Purchase Behavior of 0.324. Meanwhile, Attitudinal Brand Loyalty has a moderate influence on Purchase Behavior with an f^2 value of 0.192.

Hypothesis Testing

Direct Effect Testing

Table 5. Results of Direct Effect Testing

Hypothesis	Influence	Coefficient	T Statistics	P Values	Note
H1	Involvement Preferred Brand -> Attitudinal Brand Loyalty	0.466	7,788	0.000	Significant
H2	Satisfaction With Product Category -> Attitudinal Brand Loyalty	0.392	6,409	0.000	Significant
H3	Attitudinal Brand Loyalty-> Purchase Behavior	0.310	5,070	0.000	Significant

Based on table 5. Hypothesis 1 (H1) shows that Involvement with Preferred Brand has a positive effect on Attitudinal Brand Loyalty with a path coefficient of 0.466, a t-statistic value of 7.788, and a p-value of 0.000, so H1 is accepted. Hypothesis 2 (H2) shows that Satisfaction with Product Category has a positive effect on Attitudinal Brand Loyalty with a coefficient of 0.392, a t-statistic value of 6.409, and a p-value of 0.000, so H2 is accepted. Hypothesis 3

(H3) shows that Attitudinal Brand Loyalty has a positive effect on Purchase Behavior with a coefficient of 0.310, a t-statistic value of 5.070, and a p-value of 0.000, so H3 is also accepted.

Mediation Test (Indirect Effect)

Table 6. Mediation Test Results (Indirect Effect)

Hypothesis	Influence	Coefficient	T statistics	P values	Note
H4	Involvement Preferred Brand -> Attitudinal Brand Loyalty -> Purchase Behavior	0.036	3,995	0.000	Significant
H5	Satisfaction With Product Category -> Attitudinal Brand Loyalty -> Purchase Behavior	0.031	3,948	0.000	Significant

Based on table 6. H4 shows that Attitudinal Brand Loyalty is able to mediate the influence of Involvement with Preferred Brand on Purchase Behavior, with an indirect influence coefficient of 0.036, a t-statistic value of 3.995, and a p-value of 0.000, so that H4 is accepted. H5 shows that Attitudinal Brand Loyalty also mediates the influence of Satisfaction with Product Category on Purchase Behavior, with a coefficient of 0.031, a t-statistic value of 3.948, and a p-value of 0.000, so that H5 is also accepted.

DISCUSSION

The Influence of Involvement with Preferred Brand on Attitudinal Brand Loyalty (H1)

The results of the study indicate that Involvement with Preferred Brand has a positive and significant effect on Attitudinal Brand Loyalty. This means that the higher the consumer involvement with the MSME leather shoe brand in Tanggulangin, the stronger the attitudinal loyalty formed. This involvement encourages consumers to better understand, trust, and maintain relationships with the brand. This finding is in line with Bennett et al. (2005) and Ugalde et al. (2024) who stated that consumer involvement can strengthen brand loyalty through emotional connections and positive experiences.

The Influence of Satisfaction with Product Category on Attitudinal Brand Loyalty (H2)

The research results prove that Satisfaction with Product Category has a positive and significant effect on Attitudinal Brand Loyalty. Consumer satisfaction with the quality, comfort, and durability of MSME leather shoes in Tanggulangin encourages the formation of a positive attitude towards the brand. Satisfied consumers tend to have a higher commitment to continue choosing the brand. These results support the research of Pramuditha et al. (2025) which explains that satisfaction is an important factor in building brand loyalty.

The Influence of Attitudinal Brand Loyalty on Purchase Behavior (H3)

The results of the study indicate that attitudinal brand loyalty has a positive and significant effect on purchase behavior. High attitudinal loyalty encourages consumers of leather shoe MSMEs in Tanggulangin to make repeat purchases and recommend products to others. This finding aligns with Daniel et al. (2024) and Melia (2024) who stated that attitudinal loyalty is one of the main factors influencing consumer purchasing behavior.

The Influence of Involvement with Preferred Brand on Purchase Behavior through Attitudinal Brand Loyalty (H4)

The results of the study indicate that Attitudinal Brand Loyalty can mediate the influence of Involvement with Preferred Brand on Purchase Behavior. Consumer involvement with MSME leather shoe brands in Tanggulangin first forms attitudinal loyalty, which then encourages repeat purchases. These results support the research of Rather et al. (2019) and Hollebeek (2019) which explains that brand loyalty is a link between consumer involvement and purchasing behavior.

The Influence of Satisfaction with Product Category on Purchase Behavior through Attitudinal Brand Loyalty (H5)

The results of the study indicate that Attitudinal Brand Loyalty mediates the influence of Satisfaction with Product Category on Purchase Behavior. Consumer satisfaction with MSME leather shoe products in Tanggulangin forms attitudinal loyalty, which subsequently increases the tendency to make repeat purchases. This finding is in line with Ali et al. (2016) who stated that brand loyalty is an important mechanism linking consumer satisfaction with sustainable purchasing behavior.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis that has been carried out on 234 respondents of leather shoe MSME consumers in Tanggulangin, it can be concluded that all hypotheses in this study are accepted., Involvement with Preferred Brand and Satisfaction with Product Category are proven to have a positive and significant effect on Attitudinal Brand Loyalty among leather shoe MSME consumers in Tanggulangin. In addition, Attitudinal Brand Loyalty also has a positive and significant effect on Purchase Behavior.

The results of the study indicate that Attitudinal Brand Loyalty is able to mediate the influence of Involvement with Preferred Brand and Satisfaction with Product Category on Purchase Behavior. The form of mediation that occurs is partial mediation, which indicates that consumer purchasing behavior is influenced both directly and through attitudinal loyalty towards the brand.

Advanced Research

Leather shoe MSMEs in Tanggulangin are advised to increase consumer engagement with their brands and maintain product and service quality to enhance customer satisfaction. These efforts can strengthen consumer loyalty to brands and encourage sustainable purchasing behavior.

For further researchers, it is recommended to add other variables related to purchasing behavior, such as Brand Trust, Customer Experience, or Perceived Value, as well as expand the research objects so that the results obtained are more comprehensive.

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