The Impact of Service Quality, Product Quality, and Innovation on Customer Satisfaction through Advocacy Model for SMEs Baby Shops in Jabodetabek

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A B S T R A C T

A R T I C L E   I N F O

The infant and maternity market in Indonesia is expected to expand in the coming years as a result of rising purchasing power. This study aims to examine the effect of service quality, product quality, and innovation on customer satisfaction, as well as the influence of advocacy on SMEs baby shop customers in Indonesia. Purposive sampling was utilized to collect a total sample of 112 responses from Jabodetabek customers. The data used to test the hypotheses were obtained through a questionnaire and processed quantitatively using SPSS and SEM PLS. The study find that there are positive effect on service quality, product quality and innovation to customer satisfaction. Also there is positive effect on product quality, innovation, customer satisfaction to advocacy. Just one hypothesis that rejected, that is no effect for service quality to advocacy. This study focus on examine which variable impacted the most to customer satisfaction and advocacy trait toward SMEs baby shop business in Jabodetabek. Through discussion and finding of this research, SMEs business owner can optimize their capital spending more effective yet efficient by defining which priority they had to make for expanding business.

INTRODUCTION

SMEs play an essential role in fostering economic growth and ensuring the nation's equitable and sustainable development. This is generally related to their capacity to absorb labor that the formal sector cannot provide (Kerr et al., 2014). It is believed that the expansion of SMBs will strengthen the foundation of the national

economy. It cannot be disputed that 90% of Indonesia's workforce is employed by small and medium-sized enterprises. To reduce poverty, it is anticipated that the proportion of micro and small businesses in the GDP will increase the average income of low-income groups. In Indonesia and other nations, SME development and literature studies have been conducted frequently. The majority of research on SMEs has centered on the impact of SMEs, the obstacles they faced, and the institutional issues they faced (Tjahjadi, et al., 2019).

The 2018 Bapennas report indicates that small and medium-sized enterprises (SMEs) employ approximately 97% of the Indonesian labor force and contribute 57% to GDP. The number of small and medium-sized enterprises (SMEs) and their contribution to the gross domestic product (GDP) have increased since 2013, when there were approximately 700,000 SMEs contributing 22% to the GDP (ILO, 2019). According to the Government's work plan for 2022, SMEs are one of the initiatives aimed at bolstering national economic resilience for quality growth, which consists of five main criteria. Increasing number of small and medium-sized enterprises; Enhance business capacity and capital funding for entrepreneurs; Expand capacity, coverage, and innovation; Encourage the formation of new businesses and business opportunities; Enhance added value social enterprise.

Due to its large population of young children (24 million in the 0–4 age group) and growing parental awareness of health and hygiene, Indonesia has a substantial market for imported and domestic baby products. Between 2014 and 2018, retail sales of maternity and infant goods increased by 8% annually. Due to rising purchasing power, the infant and maternity market in Indonesia is anticipated to expand in the coming years (Euromonitor, 2018). Numerous early-stage SMEs lack a strategic growth plan and frequently lack the resources to adopt a strategic growth approach. High market competition and a large number of new entrants in SMEs cause market conditions to fluctuate in

tandem with customer demands (weforum.org, 2021). This represents an opportunity for SMEs in Indonesia to grow with new and innovative baby products.

This research exploring the application of advocacy model which was still few and none of them is focused on SMEs customer in Jabodetabek with service quality, product quality, innovation, satisfaction and advocacy as variable. This research novel due to the additional variable of product quality and innovation in relation to SMEs customer satisfaction and advocacy. However, there is still a lack of research on the factors that drive customer advocacy. The main focus on this study is to gain new perspective on which factor impacted the most for SMEs adaptive capability which is the performance to be resilence, broad horizon perspective and also change management. All of this ideation leading to business sustainability as a result and at the end obviously fostering economic growth in Indonesia. This research focus on small and medium size business, with scope baby shop as nowadays it's promising opportunity as idea of side hustle.

In addition, we consider the connection between service quality, product quality, innovation aimed at customer satisfaction, and, ultimately, advocacy. According to research, the highest level of customer loyalty is demonstrated through advocacy therefore supposed to be the most important part of business sustainability (Griffin & Herres, R., 2002). Analyzing the impact pathways, we develop and estimate structural equation modeling (SEM) using SmartPLS tools.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
Service Quality
In contemporary service industries, service quality is regarded as a crucial success factor and a prerequisite for achieving long-term competitive advantage. Therefore, it enhances the service's ability to differentiate itself from competitors and gain an advantage over them

(Mamoun, N.A, et al, 2015). The concept of service quality connects customer expectations prior to consuming a product or service with their subsequent perceptions. According to prior empirical research, there are five dimensions of service quality: physical evidence, dependability, responsiveness, assurance, and empathy (Ong, L., Susanti, Y., 2019; Mamoun, N.A, et al, 2015). The organization's employees play a crucial role in enhancing service quality, which in turn increases customer satisfaction (Munusamy and Chelliah, 2011). Customers will be more satisfied with the high level of service quality. Improved customer satisfaction, perceived value, and "service quality" all influence customer loyalty to a "service quality" company (Lai, et al, 2009).

Gounaris et al. (2003) argued that excellent customer service is a profitable business strategy because it attracts more new clients, increases business from existing clients, reduces client losses, increases protection against price competition, and decreases errors that necessitate repeat services. Understanding the service quality measurements and dimensions has become crucial in today's emerging markets dominated by small and medium-sized enterprises (SMEs) in order to satisfy customers, build customer loyalty, and acquire new profitable customers through customer advocacy.

Product Quality
Quality is an extrinsic cue that influences customers' subjective perceptions and subsequent behaviors when they evaluate a product or service prior to purchase. Despite the fact that numerous studies have defined product quality differently, the majority of them introduced product quality as suitability for use and believed that only customers could define quality based on their evaluation of a product or service. Through eight dimensions of quality in Halim P., et al. (2014); Syahrial, E., et al (2018) sought to bring together these and other definitions of quality, as a form of guidance to business owners in providing high quality products.

The breakdown consists of performance (Performance), which is the main feature of the product, in addition to features complementing the basic performance; reliability, indicating the probability of failure and repair frequency (Reliability); the degree of satisfying the probability criterion serviceability (Serviceability) such as conformance meaning conformance, durability indicating period of use until failure, serviceability such as ease of repair, beauty (Aesthetics) such as appearance, feel, sound, taste, and smell. Finally, there is Perceived Quality such as brand quality and advertisement. The concept whereby quality consists of the above eight elements is referred to as the Garvin theory hereafter (Halim P., et al., 2014; Syahrial, E., et al, 2018).

Innovation
According to research, innovation is crucial to the success and competitiveness of businesses. Innovation is defined as the creation and use of new or improved services and products with the intention of enhancing a company's competitiveness, as stated. Product innovation is crucial to the success of businesses, particularly financially. Consequently, the widespread adoption of new products can increase sales volume and market share, which can attract new customers while maintaining the loyalty of existing ones (Dutta, 2017).

Other studies have found that adding new services and boosting the profitability of existing ones have substantial benefits. It was stated that product and service enhancements have a positive effect on business performance. Businesses must consistently provide innovative products or services if they wish to reap enduring benefits. For example, "pure" service businesses or manufacturing industries should incorporate product innovation into their service operations. Thus, diverse approaches to product and service innovation should aid business owners in enhancing their organization's functionality and performance (Dutta, 2017).

Product Innovation is defined as the combination

of new product development and marketing strategies, as well as the modification of product functions or characteristics. However, evidence of such marketing innovation is abundant, including significant changes in product design and packaging (e.g., refillable detergent bottles, interactive packaging with QR codes, labels with invisible watermarks to verify product authenticity, fully recyclable or compostable packaging) (Purchase, et al., 2020).

Promotion innovation was define by several research, that is new concepts for promoting a product/ service, both B2C and B2B; integrated marketing communication; social media; mobile marketing (Purchase, et al., 2020). Digital revolution to communicate with customers, such as online social networks, blogs, product rating web- sites, discussion forums, video sharing sites, and mobile devices to name a few have opened up opportunities to influence customers' attitude, both in the B2C and B2B context (Mangold & Faulds, 2009; Shankar et al., 2011). Altogether, the rapid penetration of information technologies has enabled marketers to reach customers through new touchpoints for a variety of marketing objectives including market research, customer relationship management, service, and, most importantly, sales promotions (Ashley & Tuten, 2015; Rapp et al., 2013).

Customer Satisfaction

Customer satisfaction is a fundamental indicator of a service provider's performance excellence and a crucial factor in achieving organizational goals. The businesses recognize that retaining current customers is more important and profitable than acquiring new ones. Customers who are satisfied will remain loyal to the company, whereas those who are unhappy with the service will tell others and alter their behavior (Ilyas, A., et al., 2016)

Unfavorable customer behavior will have an effect on the organization's financial gains. Good service delivery will spread information through "word of mouth," which will have a positive effect on the organization's reputation and will undoubtedly affect advocacy. Customers can express their dissatisfaction to other customers, which generally has a negative impact on the company's reputation (Ilyas, A., et al., 2016).

H7: Customer satisfaction has a positive effects on advocacy of SMEs customer

Advocacy Model

Advocacy marketing views customers as knowledgeable individuals who wish to make informed purchasing decisions. Advocacy is a significant development in the evolving relationship between businesses and customers. Customer advocacy is a sophisticated type of market orientation that responds to the growing influence of consumer choice, involvement, and information. Customer advocacy is the process of advocating for customers' interests and providing them with information (Lawer & Knox, 2006).

A corporation should not advocate for its customers. Rather, it is a two-way conversation and collaboration based on the premise that if a company stands up for its customers, those customers will reciprocate by demonstrating trust, making purchases, and remaining loyal over time. It is a relationship between a business and its customers that benefits both parties. Customers support a business by purchasing its products and by assisting in the improvement of those products by acting as its advocates (Urban, G. L., 2005).

Positive customer reviews significantly influence purchasing decisions and boost sales. Due to the unique and complex characteristics of services, personal recommendations are especially effective in service-related situations. Customer advocacy communications are distinct from other types of positive word-of-mouth (PWOM), but research on this topic is shockingly limited and inconsistent. Notably, advocacy is forceful, passionate, persistent, and direct, with the intention of positively influencing others' perspectives. As its main theoretical contributions, this article defines advocacy, identifies advocacy as a specific type of PWOM,

conceptualizes advocacy according to an ascending hierarchy of actions, and develops a reliable advocacy scale (Sweeney, J., et al., 2020)

The seven levels of customer loyalty include: 1) suspects, 2) prospects, 3) disqualified prospects, 4) first-time consumers, 5) repeat customers, 6) customers, and 7) advocates. Advocates are customers who are willing to purchase all of the offered products or services and make frequent purchases. In addition, they provide ongoing product or service recommendations, persuade others of its positive value, and encourage them to purchase the recommended products or services. In addition, advocates discuss products or services, engage in marketing efforts, and encourage other potential customers to purchase the product (Griffin & Herres, R., 2002).

Conceptual Framework and Hypotheses
Service Quality to Customer Satisfaction
The relationship between service quality and customer satisfaction has been studied, and it has been determined that an increase in one will likely result in an increase in the other (Sureshchander et al., 2002). Multiple researchers discovered a positive correlation between service quality and customer satisfaction. This may then result in either positive or negative behavioral intentions, depending on the perceived service quality and level of customer satisfaction (Lai et al., 2009; Akroush et al., 2011).

According to Mamoun, N.A., et al. (2015), the distinction between service quality and customer satisfaction is that the former refers to an overall evaluation of the service's superiority, while the latter relates to a specific transaction. The vast majority of the evidence presented suggests that service quality has a significant impact on customer satisfaction. Therefore, service quality has an immediate effect on client satisfaction. In the context of small and medium-sized enterprises (SMEs), there is a dearth of research highlighting the joint effects of service quality and customer satisfaction on advocacy.
H1: Service quality has a positive effects on customer satisfaction of SMEs customer

Service Quality to Advocacy
Improved customer satisfaction, perceived value, and "service quality" all influence customer loyalty to a "service quality" company (Lai, Griffin, and Babin, 2009). Customer advocacy represents the apex of the pyramid. Customer satisfaction and total quality management comprise the foundation of the pyramid. These are necessary conditions for advocacy and trust. In order to honestly promote its own products, a company must have sufficient evidence to recommend them. Relationship marketing (CRM) provides businesses with the tools necessary to comprehend each customer and tailor their advocacy relationships with them, thereby supporting the middle of the advocacy pyramid. Advocacy is the pinnacle. As businesses adjust to the new reality that customers, not producers and distributors, are in charge, advocacy will become the preferred strategy in an increasing number of markets (Urban, G. L., 2005). In the context of small and medium-sized enterprises (SMEs), there is a dearth of research highlighting the joint effects of service quality on advocacy.
H2: Service quality has a positive effects on advocacy of SMEs customer

Product Quality to Customer Satisfaction
Consumers evaluate the quality of a product by evaluating the features and benefits required to satisfy them (Gok et al., 2019). Customers' desire to purchase a product may increase or decrease after using it. Product quality has a significant impact on a consumer's purchasing decision because these are direct relationships that have an effect on one another (Saleem et al., 2015). Ultimately, whether or not customers' expectations have been met depends on how consumers perceive the products. Therefore, perceived product quality is a crucial factor in determining consumer satisfaction (Uzir et al., 2020).
H3: Product quality has a positive effects on customer satisfaction of SMEs customer

Product Quality to Advocacy
Companies should not advocate for their customers. Rather, it is a two-way conversation

and collaboration based on the premise that if a company stands up for its customers, those customers will reciprocate by demonstrating trust, making purchases, and remaining loyal over time. It is a relationship between a business and its customers that benefits both parties. Customers support a business by purchasing its products and by assisting in the improvement of those products by acting as its advocates (Urban, G. L., 2005).

The most important thing is that customers spread the word about the company and its products. Two elements comprise advocacy: The alliance formed through advocacy is reciprocal and two-way. If customers spread the word about a successful partnership, customer acquisition costs will decrease and product preference will increase. Businesses that support consumers have a greater chance of selling a wider variety of products to a larger number of customers. This may result in an increase in sales because customers and their friends prefer the company's products (Urban, G. L., 2005).

H4: Product quality has a positive effects on advocacy of SMEs customer

Innovation to Customer Satisfaction
This is supported by Boso et al. (2012), who discovered a positive correlation between an entrepreneurial mindset and the success of product innovation. Hacioglu et al. (2012) examined the relationship between a firm's EM practice and its innovative performance and discovered that the proactiveness, innovativeness, customer intensity, and resource leveraging dimensions of an entrepreneurial mindset positively influence the innovation performance of SMEs. Whalen et al. (2015) utilized radical new product development as a mediating innovation capability to establish a positive relationship between an innovative entrepreneurial mindset and competitive advantage. Other research has used innovation as an outcome of entrepreneurial mindset practice and innovation as a mediator of performance (Arunachalam et al., 2018). Although various types and modes of innovation have been cited

as outcomes of entrepreneurial mindset dimensions, there is evidence that entrepreneurial mindset dimensions, including innovation mindset, influence innovation performance that will result in customer satisfaction (Author).

H5: Innovation has a positive effects on customer satisfaction of SMEs customer

Innovation to Advocacy
According to research, innovation is crucial to the success and competitiveness of businesses. Innovation is defined as the creation and use of new or improved services and products with the intention of enhancing a company's competitiveness, as stated. Product innovation is crucial to the success of businesses, particularly financially. Consequently, the widespread adoption of new products can increase sales volume and market share, which can attract new customers while maintaining the loyalty of existing ones (Dutta, 2017).

H6: Innovation has a positive effects on advocacy of SMEs customer

Customer Satisfaction to Advocacy
According to studies conducted in numerous nations, service quality and perceived value are the most influential factors on customer satisfaction in business settings. According to studies, customer satisfaction ultimately results in trust, price tolerance, and customer loyalty. Building customer satisfaction is therefore essential for all organizations, and service-sector businesses in particular. Customer satisfaction, service quality, customer perception, and customer loyalty are the primary concerns of the modern business, which improves the organization's performance and yields greater profits (Angelova, 2011).

H7: Customer satisfaction has a positive effects on advocacy of SMEs customer

METHOD
Measurement development
Survey was conducted to examine the hypotheses. The main purpose of this study is to examine which factor impacted the most on baby shop
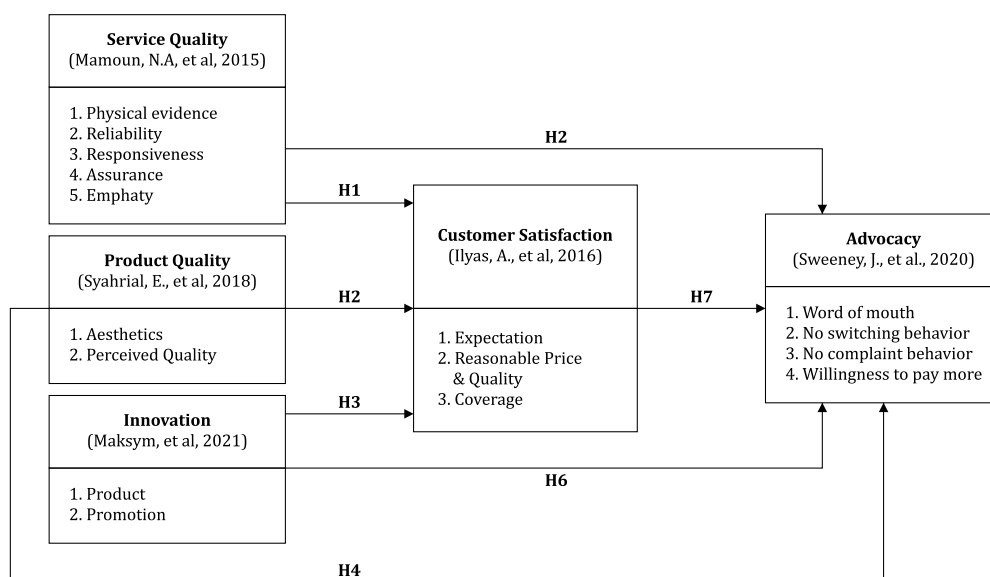
Figure 1. Research Framework
Source: Maria, Susanti, Leonnard (2022)

SMEs customer, using advocacy model. Service quality is measured by indicators physical evidence, reliability, responsiveness, assurance, and empathy (Mamoun, N.A, et al, 2015). Product quality is measured by indicators aesthetics and perceived quality (Syahrial, E., et al, 2018). Innovation is measured by indicators product and promotion (Maksym et al., 2021). Customer satisfaction is measured by indicators expectation, reasonable price & quality, coverage (Ilyas, A., et al., 2016). Advocacy is measured by indicators word of mouth, no switching behaviour, no complaint behaviour, willingness to pay more (Sweeney, J., et al., 2020). All of measurement are obtained by using 5-point Likert scale.

Sample and data collection
The sample used in this study was 112 SMEs baby shop customer from Jabodetabek, Indonesia through purposive sampling method.

Table 1. Goodness of Fit Index

Requirements	Cut-off Value
Limited to only Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area	Jakarta is currently the largest city in Southeast Asia and most populated city in Indonesia (BPS, 2020)
Have purchased SMEs baby shop product in Indonesia	Minimum 1x (show they interest on SMEs baby shop product)

Data Analysis
Data analysis was performed by using Structural Equation Modeling (SEM) method and Smart PLS 3.0. Structural Equation Model (SEM) is one of the fields of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. According to Sarstedt & Cheah (2019), SEM is a multivariate analysis technique which is a combination of factor analysis and regression or correlational analysis, which aims to examine the relationship between variables that exist in a model, both between indicators and their constructs, or relationships between constructs. According to Hair et al (2018), the number of samples sufficient for SEM is between 90 to 180 samples or 5 to 10 times the number of parameters to be estimated. Stages of analysis using this method include : 1. Conceptualizing model, 2. Establishing flowchart 3. Model specification as well as measurement of parameters measured, 4. Measurement model (outer model), 5. Structural model (inner model).

RESULT AND DISCUSSION
Result
The descriptive result are shown in Table 2 represent characteristic of respondent based on gender, from total 112 respondent, 68,8% are female. While for age distribute evenly at 31 - 40

years (45,5%) and 41-50 years (30,4%). Most of them have income 5-10 million (40,2%).

Table 2. Demographic Table

Characteristics	Category	Quantity	Frequency (%)
Gender	Male	35	31,3
	Female	77	68,8
Age	17-23 years	3	2,7
	24-30 years	19	17,0
	31-40 years	51	45,5
	41-50 years	34	30,4
	>50 years	5	4,5
Monthly Income	5-10 million	45	40,2
	11-20 million	29	25,9
	21-30 million	15	13,4
	>30 million	23	20,5

Measurement Model

First of all, this research do measurement model to test the validity and reliability of this study. There are three criteria for evaluating reflective measurement models that include internal consistency, convergent validity and discriminant validity. Internal Consistency is generally measured by using Cronbach Alpha with range from 0 to 1, and the higher values indicate greater internal consistency. Composite Reliability is also need > 0.7.

Convergent validity is the link between two measures that are widely used to assess the same construct. Better construct validity is if the average variance extracted value (AVE) is above 0.5 (Hair et al., 2014). Convergent validity measures reflective indicators estimated based on the correlation between item score or component score. Indicators are valid if loading factor values >0.7.

Table 4. Loading Factors

Variable	Indicators	Loading Factor	Result
Service Quality	SQ2	0,750	Valid
	SQ3	0,905	Valid
	SQ5	0,876	Valid
	SQ6	0,890	Valid
	SQ7	0,922	Valid
	SQ8	0,802	Valid
	SQ9	0,841	Valid
	SQ11	0,790	Valid
	SQ12	0,891	Valid
	SQ13	0,732	Valid
	SQ15	0,817	Valid
Product Quality	PQ1	0,711	Valid
	PQ2	0,818	Valid
	PQ3	0,812	Valid
	PQ4	0,806	Valid
	PQ5	0,838	Valid
	PQ6	0,720	Valid
Innovation	IN1	0,800	Valid
	IN2	0,760	Valid
	IN3	0,823	Valid
	IN4	0,791	Valid
	IN5	0,708	Valid
	IN6	0,769	Valid
Customer Satisfaction	CS2	0,777	Valid
	CS3	0,739	Valid
	CS5	0,923	Valid
	CS6	0,935	Valid

Table 3. Internal Consistency Result

Variable	Cronbach's Alpha	Criteria	Result	Composite Reliability	Criteria
Advocacy	0.944	0.7-1.0	Accepted	0.953	> 0.7
Customer Satisfaction	0.947	0.7-1.0	Accepted	0.959	> 0.7
Innovation	0.867	0.7-1.0	Accepted	0.901	> 0.7
Product Quality	0.875	0.7-1.0	Accepted	0.906	> 0.7
Service Quality	0.959	0.7-1.0	Accepted	0.964	> 0.7

	CS7	0,951	Valid
	CS9	0,962	Valid
Advocacy	AD1	0,737	Valid
	AD2	0,738	Valid
	AD3	0,734	Valid
	AD4	0,751	Valid
	AD5	0,811	Valid
	AD6	0,746	Valid
	AD7	0,897	Valid
	AD8	0,900	Valid
	AD11	0,911	Valid
	Ad12	0,901	Valid

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Advocacy	0.670
Customer Satisfaction	0.798
Innovation	0.602
Product Quality	0.617
Service Quality	0.712

Discriminant validity is defined as the degree to which a construct varies from other constructs. Assessed using cross-loading result, and Fornell-Larcker. The square root values of the AVE are greater than the correlations between variables, thereby valid discriminant validity.

Table 6. Cross Loading Result

Variable	Indicator	Service Quality	Product Quality	Innovation	Customer Satisfaction	Advocacy
Service Quality	Physical Evidence	0,572	0,231	0,132	0,329	0,220
	Reliability	0,618	0,223	0,155	0,356	0,230
	Responsiveness	0,594	0,260	0,157	0,396	0,284
	Assurance	0,589	0,228	0,132	0,317	0,234
	Empathy	0,544	0,221	0,192	0,314	0,240
Product Quality	Aesthetics	0,231	0,542	0,322	0,373	0,446
	Perceived Quality	0,208	0,547	0,296	0,378	0,427
Innovation	Product	0,148	0,304	0,551	0,283	0,345
	Promotion	0,134	0,306	0,525	0,275	0,335
Customer Satisfaction	Expectation	0,366	0,393	0,291	0,536	0,443
	Reasonable Product & Quality	0,364	0,433	0,329	0,650	0,429
	Coverage	0,381	0,443	0,335	0,667	0,439
Advocacy	Word of Mouth	0,219	0,457	0,386	0,380	0,516
	No Switching Behaviour	0,220	0,466	0,355	0,411	0,547
	No Complaint Behaviour	0,292	0,447	0,335	0,440	0,619
	Willingness to Pay More	0,256	0,440	0,342	0,414	0,622

Table 7. Fornell-Larcker Result

	Advocacy	Customer Satisfaction	Innovation	Product Quality	Service Quality
Advocacy	0.819				
Customer Satisfaction	0.722	0.893			
Innovation	0.632	0.521	0.776		
Product Quality	0.603	0.691	0.567	0.786	
Service Quality	0.426	0.600	0.264	0.406	0.844

Structural Model

The structural model is the structure of the model's latent variables' relationships. The model is evaluated using estimations and hypothesis testing for the defined causal relationships between exogenous and endogenous variables, with bootstrapping used to estimate standard errors. Included in the criteria for measuring structural models are Structural Path Coefficients, Coefficient of Determination (R^2), and Effect Size (F^2).

Table 8. Structural Model Result

	Path Coefficients	R^2	F^2
SQ → CS	0,375	0,620	0,309
SQ → AD	0,012	0,726	0,000
PQ → CS	0,442	0,620	0,313
PQ → AD	0,499	0,726	0,421
IN → CS	0,171	0,620	0,052
IN → AD	0,211	0,726	0,104

The hypothesis in this study will be tested using path coefficient values, T values and P values to see whether there is a significant effect or not. There were 7 hypotheses created from the construct. The hypothesis is considered acceptable if the Path Coefficient value approaching +1, the threshold for T value is 1.645 and the threshold for P value is <0.05.

The result of this research show that 6 hypothesis accepted and 1 rejected. H1 : acepted - Service quality has a positive effects on customer satisfaction of SMEs customer. According to Table 9, Path Coefficients is 0.375, T value is 6.282 and

P value is 0.000. Several researchers found that there is a positive relationship between service quality and customer satisfaction. This, in turn, may lead to either positive or negative behavioural intentions (Lai et al., 2009; Akroush et al., 2011; Sureshchander, et al., 2002). H2 : rejected - Service quality doesn't has positive effects on advocacy of SMEs customer (No Significant). According to Table 9, Path Coefficients is 0.012, T value is 0.203 and the P value is 0.839. This finding is not in line with research from Urban, G.L, 2005 that customer advocacy can be thought of as the pyramid's summit. Customer satisfaction and total quality management are at the pyramid's base. They are prerequisites for advocacy and trust. H3 : accepted - Product quality has a positive effects on customer satisfaction of SMEs customer. According to Table 9, Path Coefficients is 0.442, T value is 5.144 and P value is 0.000. This in line with previous study from Gok, et al., 2019; Salem et al., 2015, the consumer's decision to buy is highly influenced by product quality because these are direct relationships that have an impact on one another. H4 : accepted - Product quality has a positive effects on advocacy of SMEs customer. According to Table 9, Path Coefficients is 0.499, T value is 5.485 and P value is 0.000. This in line with previous study from Urban, G.L, 2005 that stated advocacy has two aspects: The alliance established by advocacy is reciprocal and mutual. If customers tell others about the positive partnership, customer acquisition costs decline, and customer preference for the product grows. Businesses that support consumers have greater opportunity to sell a wider variety of

Table 9. Hypothesis Testing

	Path Coefficient	Result	T Values	Result	P Values	Result
Criteria	*Approach Value of +1*		*Threshold of 1.645*		*Threshold <0.05*	
SQ → CS	0.375	Positive	6.282	Significant	0.000	Significant
SQ → AD	0.012	Positive	0.203	No Significant	0.839	No Significant
PQ → CS	0.442	Positive	5.144	Significant	0.000	Significant
PQ → AD	0.499	Positive	5.485	Significant	0.000	Significant
IN → CS	0.171	Positive	2.112	Significant	0.035	Significant
IN → AD	0.211	Positive	3.385	Significant	0.001	Significant

products to more customers. H5 : accepted - Innovation has a positive effects on customer satisfaction of SMEs customer. According to Table 9, Path Coefficients is 0.171, T value is 2.112 and P value is 0.035. This is supported by Dutta, 2017 that innovation is essential for the success and competitiveness of businesses. H6 : accepted - Innovation has a positive effects on advocacy of SMEs customer. According to Table 9, Path Coefficients is 0.211, T value is 3.385 and the P value is 0.001. This supported by Dutta 2017 that product innovation plays a critical role in how well businesses succeed, particularly financially. H7 : accepted - Customer satisfaction has a positive effects on advocacy of SMEs customer. According to Table 9, Path Coefficients is 0.260, T value is 2.350 and P value is 0.019. This in line with previous study from Akroush, et al., 2011 in which any studies have also confirmed that there is a significant relationship between customer satisfaction and customer loyalty.

Discussion

Using the Advocacy model, the primary objective of this study is to determine which factor influences customer satisfaction and advocacy the most among SMEs baby shop customers in the Jabodetabek region. The first and second objectives are to identify a positive and statistically significant relationship between SME baby shop customer satisfaction and service quality. Other findings from this study's second objective indicate that service quality has no significant effect on advocacy behavior. In order to achieve customer satisfaction, the author concludes that the proprietor of a baby store should provide the highest quality of service possible. Despite the fact that there is no strong correlation between service quality and advocacy, it is crucial and urgent for every business owner to provide the highest level of customer satisfaction to their target market. The third and fourth objectives are to identify a positive and statistically significant relationship between product quality and customer satisfaction in SME baby shops. Other findings from this study indicate that product quality also

has a significant effect on advocacy. Based on the statistical analysis of the path coefficient of product quality, we can conclude that product quality had the greatest impact on customer satisfaction and advocacy. The author concludes that the proprietor of a baby store should provide high-quality goods at reasonable prices (medium quality with medium pricing, high quality or brand with high pricing as well). Variety, functionality, and a reputable brand are also essential factors for business owners to consider. The fifth and sixth objectives are to identify a positive and significant impact of innovation on baby shop customers' satisfaction. Other findings from this study indicate that innovation has a significant impact on the trait of advocacy. Innovation is a mandatory and essential component of a company's growth; in this challenging and vulnerable competitive environment with an agile customer base, innovation is required to gain a competitive advantage. The seventh objective is to identify a positive and statistically significant relationship between customer satisfaction and advocacy in SME baby shop customers. Customer satisfaction is without question one of the most essential aspects of any business to preserve. The fact that the majority of baby shop customers are women, who like to influence others, are willing to communicate and share, and have their own communities, makes them ideal candidates for becoming effective advocates. Ensure business success and parental satisfaction on all fronts in order to generate positive word-of-mouth.

CONCLUSION

The study concludes, based on empirical evidence, that service quality, product quality, and innovation positively impact customer satisfaction. Also, advocacy has a positive effect on product quality, innovation, and customer satisfaction. The only hypothesis that was rejected was that advocacy has no effect on service quality.

In terms of theoretical implications, the findings of this study aligned with the conclusions of earlier studies on the Advocacy model, which

take trust as a dependent variable in service environments that lead to advocacy. The target audience for the previous study should be the management team of educational institutions, as they require this research output to formulate better strategies to increase the trust, satisfaction, and loyalty of their consumers or students in the online education environment, which will provide them with a greater financial advantage for business continuity.

First, according to the findings of this study, the application of service quality, product quality, and innovation to customer satisfaction and advocacy as variables for SMEs in the product-focused business field yields the result that service quality has no significant effect on advocacy. Second, this study confirmed the conclusion of a number of earlier studies, namely that there are factors that are anticipated to influence customer advocacy, namely trust, satisfaction, image, costs, and service quality. The majority of the advocacy model was influenced by the loyalty variable. Therefore, based on this research framework, the author can conclude that advocacy does not require loyalty. Customer satisfaction can lead to advocacy, and the development of social media and technology makes it easier for people to advocate others.

In addition, the findings of this study will assist the owners of SME baby stores in defining and selecting the most effective strategy they can implement in the first place, given their limited capital and resources. However, there are several limitations to this study. First, the research is restricted to the five key variables and their respective pathways. In addition, the scope of this study is limited to babyshop customers of small and medium-sized enterprises in Jabodetabek. It is suggested that additional research be conducted outside the Jabodetabek region and that new product segments be explored in the kids product business. It is possible that the relationships generated between variables differ.

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Author Contribution

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Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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