



The Role of Product Quality, Innovation and Product Attractiveness on Consumer Satisfaction of PORTO X Products

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Article Info:

Submitted: 30 July 2025
Revised: 31 July 2025
Accepted: 01 August 2025
Publisher: 01 August 2025

Keywords: Product Quality, Innovation, Product Attractiveness, Consumer Satisfaction, PORTO X.

Abstract

In the current era, competition in the manufacturing industry is very tight and fierce, especially in this case the footwear manufacturing or production industry. Many footwear brands in Indonesia are competing to produce the best footwear products, for example PORTO X. PORTO X is a footwear sandal brand that is present and tries to produce and maintain Product Quality, Innovation, to make Consumer Attraction to buy and feel Satisfaction after buying it. This research was conducted to examine the extent to which PORTO X maintains its Quality and Innovation by using a quality approach method by obtaining data based on documentation from various sources. In the end, PORTO X is very committed to being able to maintain the Quality of its Products and Innovation well, this is what makes many of their products sell well in the market, because they have Attraction and have bought Satisfaction for their users.

1. Introduction

In its development, the footwear manufacturing industry, especially sandals, in Indonesia has experienced increasing growth and positive progress over the years. In Indonesia, the trend of people using sandals as footwear has existed and was introduced around the 80s, namely a sandal product called Swallow. The history of the presence of Swallow sandals was first produced in 1982, namely by PT Sinar Jaya Prakarsa whose factory is located at Jalan Kamal Raya No. 1, Tegal Alur, Cengkareng, West Jakarta. Initially, Swallow sandals could be purchased for only Rp1,500. Swallow is best known for its white flip-flops with striped patterns in several color options. So, apart from the price being cheap and affordable and can be used by all groups, another reason is that Swallow sandals are easy to

find (https://kumparan.com/berita_viral/sejarah-unik-sandal-jepit-swallow-dan-alasan-di-balik-kepopulerannya-1xZbPLYoDQU/full).

And until now, various brands of sandals have been scattered in Indonesia. Many brands are competing to be able to create a sandal product that not only prioritizes style, visuals, but also the functional uses offered to provide comfort for its users. One of them is the sandal brand chosen for research, namely PORTO X. PORTO X itself is one of the sandal brands present in Indonesia where they were founded by PT Porto Indonesia Sejahtera, a manufacturing company that only focuses on making footwear products. Porto offers various types of footwear products from sandals to shoes, both for men and women. There are even products for children. PT Porto Indonesia Sejahtera is known for its premium Porto brand with futuristic designs and lightweight technology. PT Porto Indonesia prioritizes user comfort in carrying out daily activities. This is inseparable from the quality shown in the design to the materials used. In addition, Porto is also known for having affordable prices (<https://www.liputan6.com/hot/read/5152562/profil-pt-porto-indonesia-sejahtera-dan-produk-produknya?page=4>).

Porto X has various types of sandal product variants with various sizes and colors, of course the sandal models they present are tailored to current trends and fashions. Porto X also really maintains the quality of their products well. The sandal manufacturing material they use is one of them EVA & adaptiveoam, which is this material functions so that when customers want to use these sandals after a day of activities, exercising, they will get comfort and their feet will not feel pain, this is why the PORTO X brand is nicknamed recovery specialist sandals, referring to a detailed review conducted by the Youtube channel SHOE POLICE (<https://www.youtube.com/watch?v=kzt1rvXwJO4>).



Figure 1. PORTO X sandal models

With the type of sandal model shape, the material used to make the sandals presented by PORTO X, this indicates that they truly prioritize the quality of their products, because in fact, product quality is a product characteristic that depends on the ability and performance to provide satisfaction to consumers that can be stated, expressed, or implied by Kotler and Armstrong (2008; 272) in Diah Ernawati's research (2019). In addition to product quality, innovation for a brand to try to produce and produce a product is also no less important. Product innovation can be said to be a breakthrough related to new products. Product innovation is also considered a company mechanism to adapt, adjust to a dynamic environment, which in this case is market conditions, Maino (2021) in Winddy C. Sabaru's research (2022). In recent times, there has been a lot of competition that has mushroomed in the field of selling the same product, and they are competing to produce a quality product that can provide comfort for its users. The competitors come from various brands in Indonesia, such as local competitors, Carvil, which is an old brand of sandals or a long-standing player who already has many good quality products, then there are Fladeo sandals that are durable and long-lasting, suitable for various types of activities and events. Then from foreign brands, there is Birkenstock from Germany, of course they are present by providing quality and comfort in each of their footwear products. The many competitors playing in the footwear industry are certainly a challenge or even a threat to PORTO X, to be able to continue producing footwear, which is of good quality, has innovations that differentiate it from competing products, so that it can attract attention and make its own

appeal to consumers, and later reach the stage of footwear products that can provide satisfaction after they wear them. This is what makes researchers focus on researching further, how PORTO X can produce a quality product, has innovation and appeal that can provide consumer satisfaction.

2. Methods of Implementation

This research uses a qualitative method, this qualitative research approach as a scientific method that is often used and applied by a group of researchers in a particular field of science that is useful for researching a social phenomenon that is developing and worthy of research. Furthermore, the type of research chosen is a case study, because to research the development of the local brand footwear or shoe industry, in this case PORTO X, which is currently growing rapidly and can gradually compete with well-known foreign brands for certain product categories. Then, the data collection technique used is documentation that emphasizes obtaining data from documents on various shoe brand websites and e-commerce services that PORTO X markets its products, which of course strongly supports the research variables studied around Product Quality, Product Innovation, Attractiveness and Consumer Satisfaction buying PORTO X products.

3. Results and Discussion

3.1 Product Quality

Product quality is certainly still the main factor for consumers on the TikTok application to buy PORTO X sandal footwear products, this can certainly be seen from the positive reviews that provide satisfaction to consumers after purchasing and using PORTO X products, as below:

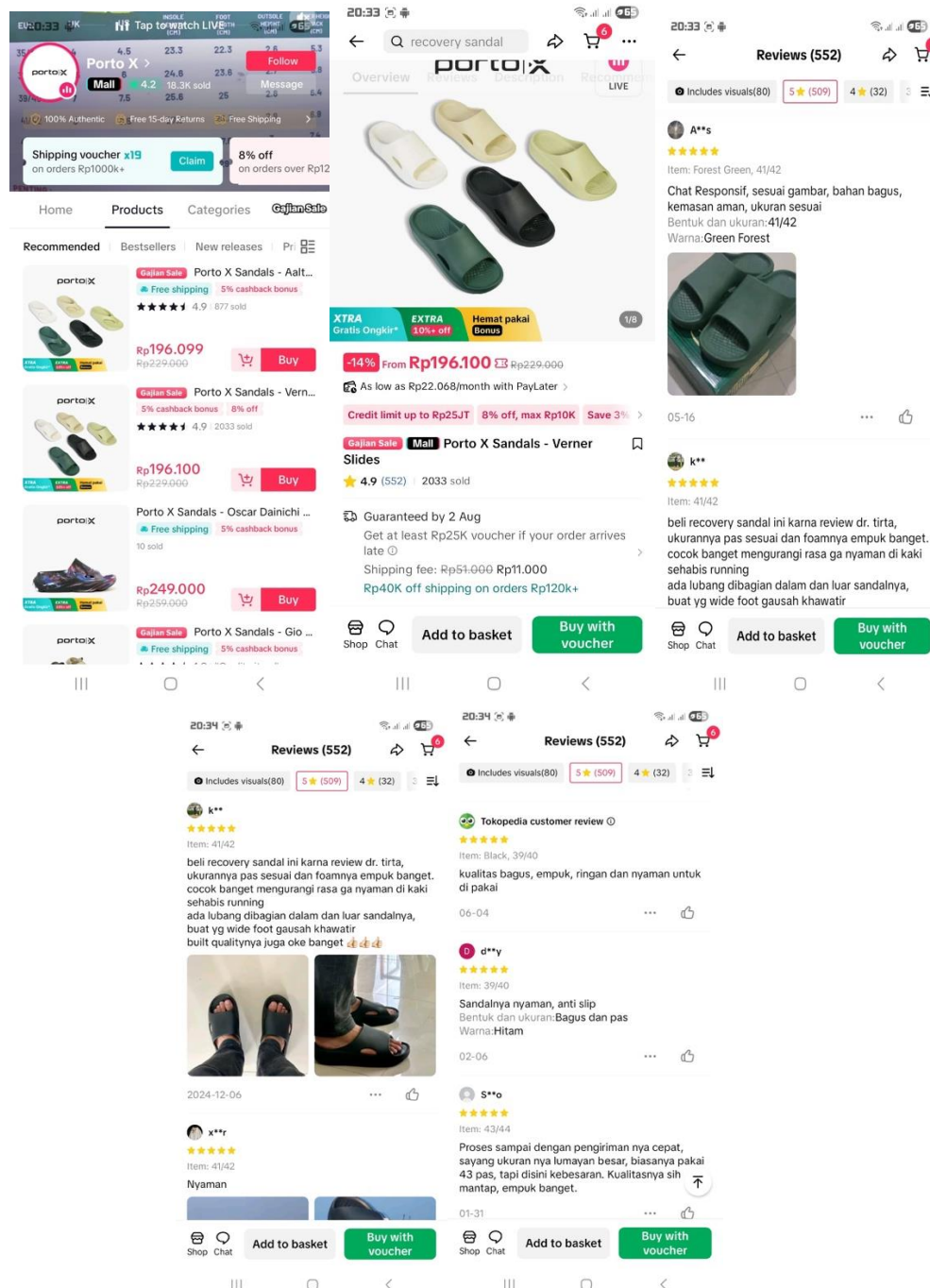


Figure 2. Testimonials from PORTO X Consumers

As can be seen from the explanatory image above, PORTO X, with its Verner Sandal product variant, has received positive reviews. Furthermore, consumers' reviews reflect their experiences using the product. They assessed that PORTO X sandals are made from high-quality materials and are proven to be comfortable when worn. Therefore, it can be said

that well-maintained product quality will provide satisfaction, experience, and positive reviews from consumers who have purchased the product.

PORTO X products can certainly sell, then get positive reviews because they really maintain the quality of their products well, because product quality is the totality of the form and characteristics of goods or services that show their ability to satisfy consumer needs and desires (Monzoncillo, 2023) in the Sengguruh Nilowardana 2024 study. Consumer choice of a product, in this case sandals or footwear is determined by the quality of the product offered. The products offered must be appropriate and well tested regarding their quality. This is because consumers will prefer and choose products that have better quality when compared to similar products that can only meet their needs and desires (Zhao et al., 2021) in Sengguruh Nilowardana 2024.

3.2 Product Inovasion

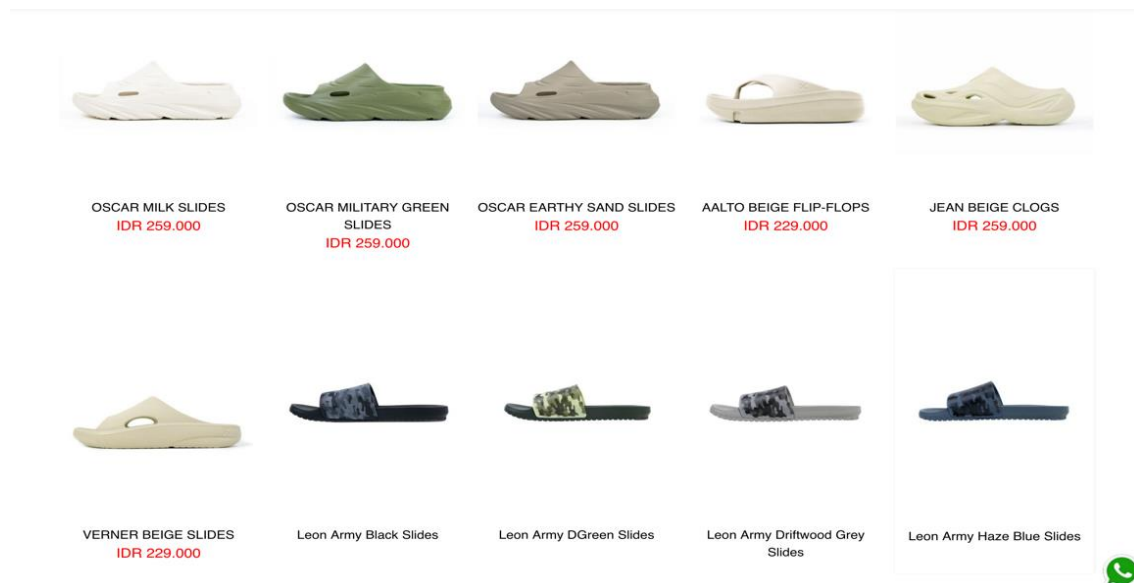


Figure 4. All Inovation Variants PORTO X Sandals

Product Innovation also plays a key role in the success of a product being said to be selling in the market or not, because indeed consumers in today's era are certainly the majority of them already able to judge whether products from certain brands have innovation in their products or not, whether the brand can adapt to the times by presenting innovative products or not. As in the table above, PORTO X has various types of sandals with various shapes. This alone has been said that PORTO X has good innovation. Because they

strive to be able to provide various variants of their sandal products well, which of course this is based on surveys and opinion polls of existing market demand. In addition, recently PORTO X launched its latest collection entitled OSCAR DAINICHI at Mall Cartenzs BSD. Not only appearing as a fashion product, this collection represents a combination of technology, life philosophy, and concern for the environment. Taking inspiration from the legendary koi fish named Dainichi, this shoe carries the philosophy of irreplaceable uniqueness. Each pair of shoes in this collection is designed with a different pattern—even the left and right sides are not made the same—as a symbol of the rejection of homogeneity and an invitation to be authentic.

In addition to its eye-catching appearance, the OSCAR DAINICHI also offers optimal comfort thanks to the use of EVA material combined with PCR (Post-Consumer Recycled) technology up to 40%. This design is claimed to be able to support the body's recovery process from fatigue, making it an ideal choice for those who lead an active lifestyle, especially fans of light sports and running. Commitment to sustainability is also an important value in the production of this shoe. PORTO X produces OSCAR DAINICHI in a manufacturing facility that utilizes renewable energy, where 50% of its electricity comes from Solar Power Plants (PLTS). This effort is said to be able to reduce the carbon footprint by up to 40%, proving that progress can still be friendly to the earth.



Figure 5. PORTO X OSCAR DAINICHI

The launch of this collection was also enlivened by an inspiring talk show session featuring experts and public figures, such as Dr. Wawan (a specialist in movement therapy), Dr. Tirta (a doctor and health activist), Adityalogy (a lifestyle content creator), and Adhi Irawan, Director of PORTO X. In his presentation, Dr. Wawan emphasized the importance of physical preparation before exercising. "The body's foundation must be built through adequate sleep for 7-8 hours, high protein and carbohydrate intake, and hydration of at least 1.8 liters per day. In addition, recovery is also important, which can be done by taking a warm bath at night, a cold bath in the afternoon, and of course choosing the right footwear," he explained. Adhi Irawan, Director of PORTO X, said that the design and technology of OSCAR DAINICHI targets the middle to upper segment, especially those who are active and like to exercise. "OSCAR DAINICHI targets the middle-up segment, especially those who have an active lifestyle and like to exercise.

"These shoes aren't just about looks, but about the spirit that every step is a journey towards a better, unique, strong, and meaningful version of yourself. OSCAR DAINICHI isn't just about what we wear, but about how we walk. Because in every step, there's a story. And every story deserves to be a work of art," said Adhi. With this launch, PORTO X once again demonstrates its commitment to continuously pushing the boundaries of innovation, both in design, comfort, and environmental sustainability. (<https://wanitaindonesia.co/porto-x-luncurkan-oscar-dainichi-sepatu-anti-capek-dengan-desain-unik-dan-ramah-lingkungan/>).

4. Conclusion

We cannot deny that we live not only in the digital era but also in a world full of challenges and business competition, in which case we can see in the footwear production industry in Indonesia that there are many brands that offer various types of footwear product variants for certain activities and uses, one of which is PORTO X.

PORTO X is present in the midst of society, of course, wants to continue to strive and strive to present footwear products that have guaranteed product quality that is superior to its competitors, and they also continue to be committed to innovating to present footwear products that can be a consumer attraction and in the end when consumers buy it, they will feel satisfaction after wearing and using it.

PORTO X certainly has the hope to continue to produce footwear products that are useful and support all activities carried out by its users, this is proven by their continued acceptance of criticism, suggestions and consultations with Orthopedic Doctors in order to produce footwear sandal products that can be of positive benefit when purchased by the Indonesian people.

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