

THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI

by Dilla Cattleyana Sab, Yeni Eka Safitri

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THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI

³⁴ Dilla Cattleyana Sab², Yeni Eka Safitri²
^{1,2} Universitas 17 Agustus 1945 Banyuwangi, Indonesia

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E-mail:
dilla@untag-banyuwangi.ac.id

ABSTRACT

UMKM OOTD Supply (Outfit Of The Day) is a business engaged in the fashion sector. This study examines the effect of product quality, brand image, and price variables on customer satisfaction either partially or simultaneously. The sample in this study amounted to 140 respondents who are OOTD Supply UMKM customers—collecting data in this study using observation, interviews, distributing questionnaires and documentation. The questionnaire used a 5-point Likert scale to measure 14 questions—data processing in this study use SPSS 25 with a random sampling technique using the Roscoe formula. The results of this study indicate that the influence of product quality, brand image, and price simultaneously has a positive and significant effect on customer satisfaction at OOTD Supply. So in this study, product quality is the dominant variable affecting customer satisfaction based on comparing the tcount values of the three variables.

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1. INTRODUCTION

Marketing is a process that makes individuals or groups get what they need and want by creating, offering and exchanging value products with other parties or all activities involving the delivery of products or services from producers to consumers. Meanwhile, marketing management is an effort to plan, implement, and supervise or control marketing activities in an organization efficiently and effectively. Etymologically, fashion comes from the Latin "fact", which means "to do". In its development, the word derived from Latin was absorbed into English into "fashion", simply defined as a style of clothing that is popular in culture. With the development of the fashion world, especially those currently affecting young people in Indonesia, the need for fashion has increased. This can be seen in the many malls and online shops selling and promoting various fashion styles. People are aware of the need for clothing that is not only attractive but also elegant and fashionable. Fashion is one of the first human responses to describe their personality. Besides, fashion is also a way to express one's self. Both men and women today have very open minds so that they do not limit their creativity in clothing because people are aware of the need for clothing that is not only attractive but also elegant and fashionable. Conventional screen printing and also increasingly diverse and fashionable. OOTD Supply (Outfit Of The Day).

THEORETICAL BASIS

Product Quality

Product quality is the superiority of the products offered by the company based on compatibility with customer tastes or conformity to customer needs and requirements. Product is anything that can be offered by a producer to be noticed, requested, sought, purchased, used, or consumed by the market to fulfil the needs or desires of the relevant market. The products offered include physical goods such as t-shirts, jackets, pants, bags, hoodies, and crewnecks. Product Quality Indicators according to Kotler and Keller (2009), product quality has the following indicators including 1) Shape, The shape of a product can include the size, shape, or physical structure of the product; 2) Features/features, Product features that are complete the primary function of a product; 3) Style, describing the appearance and taste of the product to

³³
THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI, Dilla Cattleyana Sab, Yeni Eka Safitri

the buyer, 4) Design/design, the totality of features that have a relationship with the appearance, taste, and function of the product based on customer needs.

Brand Image

Brand image is one of the most important things for companies to survive in competition with other product competitors. Without a strong brand image, it will be difficult for companies to attract new customers and retain existing customers. According to (Kotler, 2009), "brand image is the perception and belief made by consumers, as reflected in the associations that occur in the memory of consumers". Meanwhile, according to Kotler (2012) in Suryani (2019:43), Brand image is a consumer's understanding of the brand as a whole, consumer confidence in a particular brand and how consumers perceive a brand. From some of the definitions above, it can be concluded that brand image is a perception, belief and trust made by consumers towards a particular brand and how consumers perceive a brand.

a. Dimension of Brand Image

According to Keller (2013: 97) in Suryani (2019: 43), brand image has 5 dimensions, namely:

1. Brand identity (brand identity)

Brand identity is a physical identity associated with the brand or product so that customers can easily recognize and distinguish it from other brands or products.

2. Brand personality (brand personality)

Brand personality is a distinctive character of a brand that forms a specific personality like humans so that the customer audience can easily distinguish it from other brands in the same category, for example, a strong character, rigid, authoritative, or smiling, warm, loving, social-minded, independent, etc.

3. Brand association (brand association)

Brand associations are specific things that are appropriate or permanently associated with a brand, can arise from a unique offering of a product, repetitive and consistent activities such as sponsorship or social responsibility activities, and issues that are very strongly related to the brand.

4. Brand attitude and behaviour

Brand attitude and behaviour is the attitude or behaviour of brand communication and interaction with customers in offering its benefits and values.

5. Brand benefit and competence

Brand benefits and competence are the distinctive values and advantages offered by a brand to customers that allow customers to feel the benefits because their needs, desires, dreams, and obsessions are realized by what is offered.

b. Brand Image Indicator

According to Keller (2013: 78) in Puspitasari (2021:1336), it has the following indicators: 1) Brand Strength, which is an indicator that is physical or can be seen directly; 2) Brand uniqueness, matters relating to the brand, including price, product diversity, appearance or product name, which gives a positive impression; 3) Brand Excellence (favourable), the ability of the brand to be seen by consumers. Easy to remember, match the product, the match between the desired brand image of the company and the impression that is in the minds of consumers.

Price

Price is the value the customer must issue with the benefit of having a product or service whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price to the buyer. According to Tjiptono (2000:15) in Hidayat (2019:109), "Price is a monetary unit or another measure that is exchanged in order to obtain rights to the user of an item". Meanwhile, according to Basu Swasta (2015:15) in Hidayat (2019:109), price is the amount of money (plus some goods, if possible) needed to get several combinations of goods and services. Based on the above understanding, the researcher concludes that the price is the amount of value that the customer must issue with the benefit of having a product or service whose value is determined by the buyer and seller which is exchanged in order to obtain the rights to the user of an item.

a. Price Indicator

According to Kotler and Armstrong (2008:278), four indicators characterize prices, namely:

- ❖ Price Affordability

Affordable prices are what customers expect before they make a purchase. Customers will look for products that they can afford.

- ❖ Price Match with Product Quality
For certain products, customers usually do not mind if they have to buy at relatively high prices as long as the quality of the product is good. However, customers prefer products with low prices and good quality.
- ❖ Price Competitiveness
The company determines the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market.
- ❖ Price Match With Benefits
Price compatibility with benefits Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

4 Customer satisfaction

Customer satisfaction is an emotional response in the form of feelings of pleasure and relief because they have fulfilled or fulfilled their heart's desires after purchasing a product/service. According to Kotler and Keller (2012) in Razak (2019:4), satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the performance or results of product and expectations. Meanwhile, according to Tjiptono (2014: 353) in Herliza (2019: 1951), customer satisfaction is an emotional response to experiences related to certain products or services purchased, behavioural patterns (such as shopping behaviour and buyer behaviour) and the market as a whole. Based on the above understanding, the researcher can conclude that customer satisfaction is a feeling of pleasure or disappointment of someone who appears and compares the perception or impression of the performance or results of a product and expectations of experiences related to certain products or services purchased.

Customer Satisfaction Indicators, according to Kotler and Armstrong (2012: 150), suggest that the deepest several indicators that can measure customer satisfaction, these indicators include: 1) Buying new products offered, 2) Recommending products, 3) Providing input

2. METHOD

Researchers use research by observing directly the object of research to obtain data used in data collection techniques as follows : Source of Data, In order to collect data and as a completeness of writing the researcher obtained data from: 1) Observation, the method of collecting data was carried out systematically through observation and recording of the symptoms studied; 2) Interview, data collection method to obtain information by asking directly to the leader or respondent; 3) Questionnaire, a method of collecting data by giving a set of questions or a written statement to the respondent; 4) Documentation, data collection method looking for archives or documents needed, for example about the number of customers; 5) Types of Data, There are two types of data used in this study, namely: a) Primary Data, Primary data used is through the distribution of questionnaires (Questionnaires), namely data collection techniques by obtaining data through respondents by spreading several questions via google form to customers who use OOTD Supply products; b) Secondary data, library research, namely data obtained from reading books, literature, notes, newspapers, magazines, internet, and other readings related to the problem being studied. Researchers visit research-related institutions looking for brief company histories, organizational structures, and other institutions that assist in the preparation of the research.

1 RESULT AND DISCUSSION

Instrument Test

a. Validity Test

The validity test is used to test the feasibility of the research questionnaire statement items with a significance level (α) = 5% and a degree of freedom (df) = n-2. Based on the sample, we obtained a value of $140 - 2 = 138$ with an r table value of 0.166. So that it can be declared valid, if the r count is more significant than r, the data table can be seen in table 1.

Table 1. Validity Test Results

Variabel	Indikator	r hitung	r table	Sig
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THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI, Dilla Cattleyana Sab, Yeni Eka Safitri

		1		
Product Quality (X1)	X1.1	0,743	0,16	0,000
	X1.2	0,754	0,16	0,000
	X1.3	0,699	0,16	0,000
	X1.4	0,785	0,16	0,000
Brand Image (X2)	X2.1	0,850	0,16	0,000
	X2.2	0,841	0,16	0,000
	X2.3	0,817	0,16	0,000
Price(X3)	X3.1	0,777	0,16	0,000
	X3.2	0,778	0,16	0,000
	X3.3	0,721	0,16	0,000
	X3.4	0,750	0,16	0,000
Customer Satisfaction (Y1)	Y1.1	0,812	0,16	0,000
	Y1.2	0,853	0,16	0,000
	Y1.3	0,849	0,16	0,000

13

Source: Data processed 2021

Based on table 1, it can be seen that a 36 variables used in the study were declared valid or feasible as research instruments. This is because the value of r count > the value of r table.

b. Reliability Test

21

A reliability test is a test to determine the extent to which the results of a measurement can be trusted and reliable. With the test criteria, if an instrument has a Cronbach alpha value of 0.6 or more, it can be said that it is reliable. On the other hand, if Cronbach's alpha < 0.6, the variable is invalid. To test the reliability used, Alpha Cronbach.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Keterangan
1.	Product Quality (X1)	0,729	Reliable
2.	Brand Image (X2)	0,784	Reliable
3.	Price (X3)	0,747	Reliable

1

Based on table 2, it can be seen from the results of reliability testing, as shown in the table above, it is known that all variables produce different alpha values greater than 0.6 Cronbach's Alpha.

c. Multiple Linear Regression Analysis

In this study, after tabulation of respondents' answers will be presented regarding the hypothesis test using multiple linear regression analysis. So it can be seen how much influence product quality, brand image, and price have on customer satisfaction in table 3.

Table 3 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig
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THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI, Dilla Cattleyana Sab, Yeni Eka Safitri

	B	Std. Error	Beta		
(Constant)	-0,242	0,259		-0,932	0,353
Product Quality	0,459	0,095	0,378	4,836	0,000
Brand Image	0,179	0,066	0,185	2,720	0,007
Price	0,398	0,089	0,356	4,488	0,000

Source: processed regression

From the results of the multiple regression test in the table above, the following equation can be made:

$$Y = (-0.242) + 0.459 + 0.179 + 0.398$$

From the multiple linear regression equation above, it can be interpreted as follows:

$A = (-0.242)$ is the intersection point between the regression line and the Y axis.

$\beta_1 = 0.459$ product quality regression coefficient indicates that the product quality variable (X1) positively affects customer satisfaction (Y). This means that if the quality of the product (X1) has increased by one score, then customer satisfaction (Y) has increased by 0.459, assuming other variables remain.

$\beta_2 = 0.179$ indicates that the Brand Image variable (X2) positively affects Customer Satisfaction (Y). This means that if Brand Image (X2) has increased by 1 score, then Customer Satisfaction (Y) has increased by 0.179, assuming other variables remain.

$\beta_3 = 0.398$ indicates that the price (X3) positively affects customer satisfaction (Y). This means that if Price (X3) has increased by 1 score, then Customer Satisfaction (Y) has increased by 0.398 assuming other variables remain.

c. Multiple Coefficient of Determination Analysis (R^2)

The coefficient of determination R^2 is used to determine the percentage of the influence of the independent variables (product quality, brand image and price) on the dependent variable (customer satisfaction).

Table 4. Coefficient of Determination (R^2)

Model	R	R Square	Adjust R Square	Std. The error in the Estimate
1	0,832	0,693	0,686	0,315

Source: SPSS Output Data Attachment Processed

Based on the results of the regression calculations in table 4, it can be seen that the coefficient of determination (Adjust R Square) obtained is 0.686 or 68.6%, which means that 68.6% of customer satisfaction at UMKM OOTD Supply is influenced by independent variables which include product quality (X1), brand image (X2), and price (X3). The remaining 31.4% is influenced by other variables not examined in this study.

e. Hypothesis testing

F Test (Simultaneous)

The F test is used to determine the effect of the independent variables (product quality, brand image and price) on the dependent variable (customer satisfaction) together. Data analysis obtained an F count of 2.169 with a significance of 0.000.

Table 5. F. Test Results

Model	Sum Of Squares	df	Mean Square	f	sig
Regression	30,545	3	10,182	102,169	0,000
Residual	13,553	136	0,100		
Total	44,098	139			

Source: SPSS Output Data Processed

THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION OF OOTD SERVICE DISTRICT SEMPU BANYUWANGI, Dilla Cattleyana Sab, Yeni Eka Safitri

4. CONCLUSION

Based on the results of data analysis research and discussion in the previous chapter, the following conclusions are obtained in the validity table. All validity test results are valid. Because the r count > r table or significant value < 0.05. In the reliability table, all results of the reliability test, the results are reliable. Because the value of r count is greater than the value of Cronbach's Alpha > 0.6. Based on the results of the hypothesis test with the F test, the test results show that F count > F table is $102.169 > 2.67$ with a significant value of $0.000 < 0.05$, then H_0 is rejected, meaning that product quality, brand image price simultaneously have a significant influence on customer satisfaction. On UMKM OOTD Supply. Based on the results of the coefficient of determination, the results of the coefficient of determination (Adjust R Square) obtained are 0.686 or 68.65

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