THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION AT SHOPATALEEN FASHION BRAND

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ABSTRACT

Growth in the GDP demonstrates that one of the most important segments of Indonesia's emerging creative industry is fashion. Fashion contributed 18.15 percent, or 166 trillion. According to these statistics, one of Indonesia's creative sectors that contributes significantly is fashion. In terms of fashion, life in Bandung has its own conveniences. Of course, many individuals in Bandung are content with regional manufacturers, among them the Shopataleen Fashion Brand. The purpose of this study is to ascertain the relationship between product quality and pricing and customer satisfaction at the Shopataleen Fashion Brand as well as to identify the factors that have the greatest impact on customer satisfaction. By distributing questionnaires with a Likert scale, primary data were collected for this study and 100 persons responded to the survey. SPSS was employed as the data analysis method in this study (Statistical Program for Science). This study demonstrates that there is a simultaneous influence between Product Quality and Price on Customer Satisfaction at the Fashion Shopataleen Brand by 58%, with the remaining 42% being influenced by other variables outside the study's regression model, based on the results of questionnaires and data processing analysis.

Keywords : Product Quality; Price; Customer Satisfaction

ABSTRAK

Pertumbuhan PDB menunjukkan bahwa salah satu segmen terpenting dari industri kreatif yang sedang berkembang di Indonesia adalah mode. Fashion menyumbang 18,15 persen atau 166 triliun. Berdasarkan statistik tersebut, salah satu sektor kreatif Indonesia yang memberikan kontribusi signifikan adalah fashion. Dari segi fashion, kehidupan di Bandung memiliki kenyamanan tersendiri. Tentu saja, banyak orang di Bandung yang puas dengan produsen daerah, di antaranya Shopataleen Fashion Brand. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kualitas produk dan harga dengan kepuasan pelanggan pada Brand Fashion Shopataleen serta untuk mengidentifikasi faktor-faktor yang paling besar pengaruhnya terhadap kepuasan pelanggan. Dengan menyebarkan kuesioner dengan skala Likert, data primer dikumpulkan untuk penelitian ini dan 100 orang menanggapi survei. SPSS digunakan sebagai metode analisis data dalam penelitian ini (Statistical Program for Science). Penelitian ini menunjukkan bahwa terdapat pengaruh simultan antara Kualitas Produk dan Harga terhadap Kepuasan Pelanggan pada Merek Fashion Shopataleen sebesar 58%, dengan sisanya 42% dipengaruhi oleh variabel lain di luar model regresi penelitian, berdasarkan hasil kuesioner dan data analisis pemrosesan.

Kata Kunci : Kualitas Produk; Harga; Kepuasan Pelanggan

INTRODUCTION

With the development of globalization in the world, various changes occur in aspects of human life, such as in the economic, social, cultural, technological, fashion, and other fields (Tokopediakampus, 2022). Currently, the world of fashion continues to grow by adapting to human lifestyles. With the development of fashion trends that have an impact on various countries, one of them is in Indonesia. So that fashion is a sector that contributes to the GDP of the Creative Economy in Indonesia which ranks second (kompas.com, 2021).

According to the Central Statistics Agency (BPS) there are three main sub-sectors of the 16 creative sectors in Indonesia that contribute to the National GDP, namely culinary, fashion, and handicrafts (kominfo.go.id, 2017). GDP growth shows that fashion has become one of the priority sub-sectors of Indonesia's creative industry which is currently developing. Based on the results of the 2016 BPS survey, the culinary sub-sector made the largest contribution to the gross domestic product (GDP) of the creative industry at 41.69% or around 382 trillion, fashion contributed 18.15% or 166 trillion, followed by the culinary sub-sector. handicraft sub-sector by 15.70%. or 142 trillion.

Fashion developments that occur can affect both companies and consumers. From the company side and from the consumer side. Every year the fashion world has a variety of different styles that create a certain trend concept among the public (kompasiana.com, 2019). Fashion trends in Indonesia are developing well, one of which is in Indonesia (Purba Yohana, 2020). Currently, fashion in Indonesia has issued many local brands with quality clothes that are modern, comfortable and not inferior to other brands (timesindonesia.co)id, 2021). One area in Indonesia that has brabd fashion is West Java.

The growth of fashion in various Indonesian regions. First place goes to West Java with a percentage of 18.33%. (katadia.co.id, 2020). The vast number of regional fashion industry that have their roots in West Java is proof of the percentage spread of the fashion sector there. According to data from Tokopedia, one of the regions that saw a significant growth in overall sales in 2021 was West Java. The fact that there were twice as many transactions in West Java in the third quarter of 2021 as there were in the third quarter of 2020 serves as evidence for this. (Setyaninsih, 2021). The area in West

Java, namely Bandung City, has become part of the fashion product industry in Indonesia (Mandiri et al., 2018). So that many people visit the city of Bandung just to buy fashion products that are very fashionable and of course with various unique models (Mandiri et al., 2018).

One of the well-known local brands in Bandung is Brand Shopataleen (Firdha, 2020). Shopataleen is one of the local brands in Indonesia, namely in the city of Bandung. Shopataleen clothes offer casual and feminine models made of comfortable cotton. Shopataleen's colors are easy to match because they offer neutral colors. One of the advantages of Shopataleen is that its clothes are unique, creatively designed, comfortable and easy to wear. (Shonet, 2019).

The Shopataleen brand received a rating of 4.8 out of 5.0 on one of the largest e-commerce sites in Indonesia, namely Shopee (Shopee, 2021). Shopataleen is also active on Instagram social media with 553 thousand followers. With this rating, you can assess whether the quality of the product is in accordance with the price offered to consumers. Judging from the Shopee rating, it says that Shopataleen has a good rating but there are consumers who complain about the quality of the products that are not commensurate with the prices of the products offered, that many people give opinions about the quality of products and prices offered by Shopataleen. Product reviews from Shopee e-commerce show that there are problems with product quality and price on customer satisfaction at the Shopataleen Fashion Brand. Some consumers give bad complaints on Shopataleen products. In this study, problems regarding product quality and price on customer satisfaction were taken from reviews and ratings at 3/5 and below from the shopee platform.

The number of complaints on shopataleen products on product quality and shopataleen prices. Seen in the table above, many consumers give complaints about materials and product prices that do not match expectations. In addition, the public also said that the price offered was not in accordance with the quality of the product provided. This is because after purchasing the product, there are still many customers who are not satisfied with Shopataleen products because the product quality and product price do not meet the customer's expectations. While customer satisfaction is affected by product quality and price, there is a risk that customer satisfaction in branded fashion stores will decline. By seeing that product quality and price seen from the rating

do not affect evenly, it is necessary to review the product quality and price of the Shopataleen Fashion Brand on customer satisfaction. Therefore, based on the phenomena and background described above, this research is entitled "The Effect of Product Quality and Price on Customer Satisfaction in the Shopataleen Fashion Brand".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing Management

According to Priansa (2017), marketing management is the science and art of carrying out management functions which consist of planning, organizing, implementing, and controlling in order to convey products and the values contained therein from producers to consumers. Effective marketing management can effectively bridge the needs and wants of consumers by continuing to provide products and value in a sustainable manner.

Consumer Behavior

According to Malau Harman (2017), regarding consumer behavior "Consumer behavior is the attitude of consumers, both individuals and groups and organizations, in the selection, use and disposal of a product or service they choose to achieve satisfaction. Consumer behavior is a decision-making process that combines thoughts, feelings, situations, and the consumer's community environment about what to do. Factors that can influence consumer behavior according to Kotler (2016):

a. Cultural Factors Influence on consumer behavior. There are several things that shape consumer behavior, including subculture, social class, values and community ideology.

b. Social Factor

Influence on consumer behavior. There are several things that can shape consumer behavior based on social factors including the influence of family, environment, social media and income.

c. Personal Factor

Personal factors have an influence on consumer behavior. There are several things that can shape consumer behavior based on personal factors, including age, profession, background, gender and culture.

d. Psychological Factors

Psychological factors have an influence on consumer behavior. There are several things that can shape consumer behavior based on psychological influences, including perceptions, motivations, attitudes, learning and beliefs.

Product Quality

According to Kotler (2016), states that product quality is an important advantage of a product to meet or exceed consumer needs. Product quality is defined as the overall characteristics and characteristics of a product or service that affect the product's ability to satisfy certain needs. This means that we must be able to identify the characteristics and characteristics of products related to quality and then make a basis for benchmarks and ways of controlling them. (Andriyani, Y., & Zulkarnaen, W., 2017).

So it can be concluded that the product is something that can be offered and marketed to fulfill someone's desires. As for some benchmarks to measure the quality of the product, according to Kotler (2016), namely, as follows:

a. Form, is a benchmark used to determine the quality of a product seen through the structure, color, shape and physical size of a product.

b. Quality of performance (performance quality): The quality of product performance is the value of a product or function and the results obtained from a product, either goods or services. Performance quality consists of several levels, including low, medium and high.

c. Quality of conformance (conformance quality): conformance quality is the quality, whether the product is in accordance with existing standards or not. Products that are produced are worthy of being marketed, namely products whose quality is good and according to standards, no defects are found in the product.

d. Durability: product resilience, namely whether or not a product is strong, the product is in accordance with expectations or the expected durability of a product under normal conditions, both under pressure.

e. Reliability (reliability): a measure of a product Certainty that the product will not experience damage or failure before the specified time period.

f. Style: product style is quite important in measuring product quality, this can be seen from the looks and experiences experienced by consumers which are unique to the product and difficult for competitors to imitate.

Price

According to Kotler (2016) "The amount charged for a product or service, or the total value that a customer exchanges for the profit or possession or use of a product or service".

Price is the value of a product, with the price, consumers can decide to buy the product being marketed or not. The following are Fandy's (2016) four dimensions of price:

a. Affordability of the price

Consumers seek price affordability, and they pay the product's price at the level that the business has set. Price match with product quality. Price is an indicator of whether or not a product is sold.

b. Price competitiveness

The price difference between a product and another product is always the case.

c. Price match with benefits

Consumers will decide to buy a product if the product has a beneficial function for consumers or can be said to be profitable, even though the price of the product is expensive.

Customer Satisfaction

According P. and G. A. Kotler (2016) Customer Satisfaction To what extent the perceived performance of a product or service meets buyer expectations. Customers are dissatisfied when the performance of their products and services is lower than expected. If the performance meets your expectations, your customers are happy. When performance exceeds expectations, customers are very happy or happy. And according to Tjiptono (2015), expressed that there are five core concepts in measuring customer satisfaction, namely as follows:

a. Overall customer satisfaction

Measuring satisfaction based on the overall, to the product/service provided.

b. Confirmation of expectations

Measuring customer satisfaction based on whether or not the expectations that customers have with the quality of performance of the company's products and services.

c. Repurchase intention

Based on repurchase intentions, satisfied customers will certainly have a desire to buy the product again.

d. Willingness to recommend

Customer satisfaction is based on recommending products, customers who are happy or like the services or products that have been purchased.

e. Customer dissatisfaction

Dissatisfaction can be seen from customer disappointment with a product or service.

Hypothesis

This study's structure and hypotheses are based on prior research that examines how product quality and pricing can affect customer satisfaction. Results Based on research by Novita (2019), it is explained that partially product quality has a significant effect on customers but has a negative effect on customers. Then according to research by Widyastuti (2017), it shows that price and product quality partially and simultaneously have a positive effect on customers. Based on research by Novita (2019) and Widyastuti (2017), there is no effect between product quality and price.

Based on several previous studies, influenced by product quality and price. Therefore, the hypotheses and research framework built for this study were carried out as follows:

H1: Product Quality (X1) has a positive and significant effect on customer satisfaction at the Shopataleen Fashion Brand.

H2: Product price (X2) has a positive and significant effect on customer satisfaction at the Fashion Shopataleen Brand.

H3: Product Quality (X1) and Product Price (X2) have a positive and significant effect on customer satisfaction at the Fashion Shopataleen Brand.

The framework in this research can be seen in: Figure 1.

Research Design

The research method applied in this research is a quantitative research method. This type of research uses causal or conclusive research, which is between variables. In order to collect the primary data for this study, questionnaires with a series of questions about product quality, cost, and customer satisfaction were distributed. The questionnaire used in this study is divided into two parts: the first contains information about the characteristics of the respondents, and the second contains items that measure constructs. This questionnaire uses a five-point Likert scale, with the lowest score being

'Strongly Disagree' (1) and the highest score being 'Strongly Agree' (5). The assessment will capture respondents starting from February to March 2022.

Population, Sample, and Sampling Technique

The population in this study were all people who had purchased Shopataleen Fashion Brand products. The number of buyers of Brand Fashion products is unknown. So, the population in this study is unknown. In this case, this study conducted non-probability sampling with purposive sampling to determine the number of samples. The criteria are: 1) Respondents have purchased Shopataleen Fashion Brand products. 2) The gender of the respondent is female. 3) Respondents must be at least 17 years old. So, Bernoulli's formula is implemented in this study and the results of this study are the number of samples of 100 respondents.

Data Analysis

The data analysis technique used is SPSS, and it is used to examine the information gathered through the distribution of questionnaires. A descriptive analysis was done to find out how customers felt about the Shoaptaleen Fashion Brand's product's value and price. The findings of the normalcy test, multicollinearity test, and heteroscedasticity test are determined using the classical assumption test. Determine the relationship between two factors X, namely product quality and pricing, and variable Y, namely customer satisfaction, using multiple linear regression analysis. To ascertain the outcomes of the t test and f test, conduct hypothesis testing.coefficient of determination To quantify the contribution or influence of the independent variables—product quality and price—on the dependent variable, customer satisfaction.

RESULT AND DISCUSSION

Respondent Characteristics

After distributing the questionnaires, this study received various characteristics of the respondents. Characteristics of respondents will be classified based on gender, age, and occupation. (can be seen as follows by: Table 1).

Descriptive Analysis

This analysis aims to explain the independent variables in this study, namely product quality and price on customer satisfaction. the product quality variable shows an average score of 440.89 with a percentage of 88.18% so that overall it is included in the "Very good" category. The indicator that has the highest score is "Fashion

Shopataleen products have various color variants of clothes" with a score of 93.20%, while the indicator that has the lowest score is "Fashion Shopataleen products have high quality materials" with a score of 81.80 %.

While the customer's assessment of the price variable on the price variable shows an average score of 411.20 with a percentage of 82.24% so that overall it is included in the "Good" category. The indicator with the highest score is "Shopataleen's fashion product prices are adjusted to the quality of the products offered" with a score of 85.00%, while the indicator with the lowest score is "Shopataleen's fashion product prices can be reached". By all consumers with a score of 79.20%. And the customer satisfaction variable shows an average score of 426.00 with a percentage of 85.20% so that overall it is included in the "Very good" category. The indicator that has the highest score is "I feel comfortable after using Shopataleen Fashion Products" and "I will suggest to my friends to buy Shopataleen Fashion Products" with a score of 87.20%, while the indicator that has the lowest score is "I will repurchase Shopataleen Fashion Products" with a score of 82.40%.

Normality Test

The purpose of the normality test is to determine whether the residual or confounding variables in the regression model have a normal distribution. The Kolmogorof-Smirnov test can be utilized to determine normality. In the Kolmogorof-Smirnov test, the data are deemed to be normally distributed if the significant value is 0.05, and non-normally distributed if the significant value is < 0.05.

The significance value of the processed data was found to be 0.200 or greater than 0.05 based on the findings of the normality test in Table 4.6 above, suggesting that the data were normally distributed. This indicates that the residual value of the regression model is regularly distributed and can be evaluated in relation to the population's parameters. (can be seen as follows by: Table 2)

Multicollinerarity Test

To ascertain whether there are independent variables in a model that are similar to one another, a multicollinearity test is required. The product quality and pricing variables are known to have a tolerance value larger than 0.10 and a VIF value less than 10, indicating that there is no multicollinearity in these variables based on the results of the multicollinearity test in Table 4.7 above. This indicates that the independent

variables in a model are not similar enough to produce a very strong correlation; as a result, the value of the regression coefficient fluctuates greatly, which lowers the level of confidence in the test results. (can be seen as follows by: Table 3)

Heteroscedasticity Test

In this study, a scatter plot was used to perform a non-uniform dispersibility test. If the points on the scatter plot above and below 0 on the Y-axis are widespread and do not form a particular pattern, then there is no non-uniform variance. (can be seen as follows by: Fig 2)

Multiple Linear Regression Analysis

The relationship between product and service quality is one of the two factors X in this study, which is discovered in the variable Y customer satisfaction. Based table 4, the multiple linear regression equations obtained from this study are:

$$Y = 2.343 + 0.337 X1 + 0.686 X2$$

The X1 variable, or product quality, has a positive regression coefficient of 0.337. This shows that there is a one-way relationship between consumer satisfaction and product quality. Also, the price of the X2 variable has a positive regression coefficient of 0.337. This shows that there is a one-way relationship between quality of service and customer satisfaction. (can be seen as follows by: Table 4)

T-Test (Partial Hypothesis)

To test the hypothesis, the partial significance test (t-test statistics) was applied. The hypothesis test using the T-test is utilized to ascertain if the variable (X) has a partially significant relationship with the variable (Y). The criteria for testing the partial hypothesis are if t-count t-table, or significant value > 0.05, then H0 is accepted and H1 is rejected, and if t-count > t-table, or significant value <0.05, then H0 is rejected and H1 is accepted.

1. Product Quality

   Product quality variables can be t-count (5.036)> t-table (2.276) or significant values (0.000) > (0.05). So, H0 is rejected and H1 is accepted. This shows that there is a partial influence between the product quality variable and the customer satisfaction variable.

2. Price

Service quality variable can be t-count (6.928)> t-table (2.276) or significant value (0.000) > (0.05). So, H0 is rejected and H1 is accepted. This shows that there is a partial influence between the price variable and the customer satisfaction variable. (can be seen as follows by: Table 5)

F-Test (Simultan Hypothesis)

The F-test is a simultaneous or collaborative test of regression coefficients performed to find out the impact of all independent variables, product quality and price, on the dependent variable, customer satisfaction. The F-test is performed by comparing the calculated F-count to the F-table and showing a significance of 0.05. If F-count> F-table or probability significant (Sig> 0.05), the survey model cannot use this. Based on Table 6, the F-count value is 66.945, so it can be concluded that F-count (66.945) > F-table (3.090) and the significance value is 0.000, then the significant value (0.000) < (0.05). This indicates that H0 is rejected and H1 is accepted. Therefore, the customer satisfaction variable is simultaneously affected between the product quality variable and the price variable. (can be seen as follows by: Table 6)

Coefficient of Determination test (R2)

The coefficient of determination is used to analyse how the dependent variable, customer satisfaction, is affected by the independent variables, product quality and price. From table 7, As you can see, R2 has a value of 0.580. Then, this value will be calculated to find the value of the coefficient of determination with the formula:

Kd = 2 x 100%

Kd = 0.580 x 100%

Kd = 58%

The coefficient of determination of the calculation result is 58%, This shows that product quality and price variables affect customer satisfaction by 58%. While the other 42% are influenced by other variables outside the regression model of this study. (can be seen as follows by: Table 7)

DISCUSSIONS

A. The Effect of Product Quality on Customer Satisfaction

The analysis of the study's data reveals that the variable relating to customer satisfaction variable is partially influenced by the product quality variable. This demonstrates the improved quality of Shopataleen's fashion brand products, which

include models with less tendency to wrinkle, good-quality, beautiful clothing designs, wearable materials, a variety of appealing color variations for clothing, and material colors that are resistant to damage. The Shopataleen fashion brand's consumer happiness will rise if you have high-quality, comfy clothing. These results are in line with the results of research by Rahayu (2020) regarding customer satisfaction of T-Mart Express Indonesia and Widyastuti (2017) regarding customer satisfaction of tempeh at Lembang Market, Tangerang.

B. The Effect of Price on Customer Satisfaction

The results of the analysis of this study indicate that the price variable has a partial effect on the customer satisfaction variable. This shows that if the Shopataleen fashion brand has a low price, can be reached by all consumers, can be adjusted to the quality of the product provided, in accordance with the benefits that it can get, and can compete with other retail products, then Shopataleen's fashion brand customer satisfaction will increase. These results are in line with the results of research by Rahayu (2020) regarding customer satisfaction of T-Mart Express Indonesia and Widyastuti (2017) regarding customer satisfaction of tempeh at Lembang Market, Tangerang.

C. The Effect of Product Quality and Price on Customer Satisfaction

The results of the analysis of this study indicate that the product quality and price variables have a simultaneous influence on the customer satisfaction variable. This shows that product quality and price together have a positive influence on customer satisfaction for the Shopataleen fashion brand. These results are in line with the results of research by Rahayu (2020) regarding customer satisfaction of T-Mart Express Indonesia and Widyastuti (2017) regarding customer satisfaction of tempeh at Lembang Market, Tangerang.

CONCLUSION

The following conclusions can be taken from the analysis and discussion described regarding the Impact of Product Quality and Desired Price on the Shopataleen Fashion Brand, in order to provide formalized answers:

1. From the results of the descriptive analysis that has been carried out, it can be said that the consumer's assessment of the quality of the Shopataleen Fashion Brand products in the channel line is categorized as 'very good'. Followed by the consumer's assessment of the price of Brand Fashion Shopatalen products on a continuum line

categorized as 'good'. So it can be said that consumers rate Shopataleen's Fashion Brand products as having very good quality, and consumers' perceptions of the prices of Shopataleen's Fashion Brand products are good.

2. There is a partial effect of Product Quality on the goals of the Fashion Shopataleen Brand of 33.7%.

3. There is a partial effect between price on customer goals in the Shopataleen Fashion Brand of 68.6%.

4. Product quality and price simultaneously have an effect on customer satisfaction of 58%.

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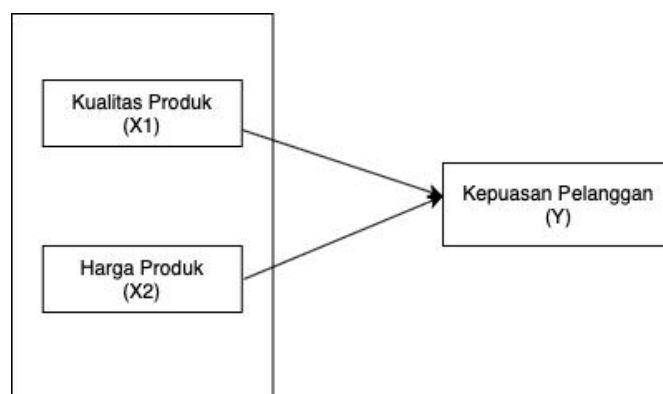
FIGURES AND TABLES

Figure 1. Research Framework
Source: Novita (2019)
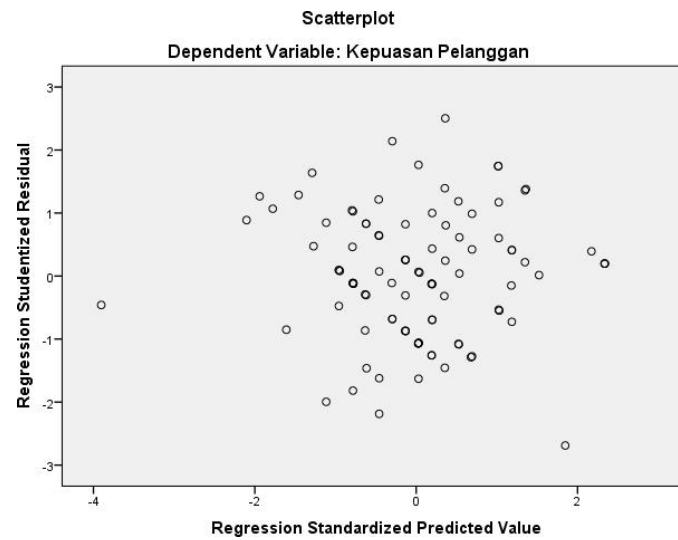
Figure 2. Heteroscedasticity Test

Table 1. Respondent Characteristics

Variable	Category	Frequency	Percentage (%)
Usia	17-25 tahun	77	77%
	26-35 tahun	11	11%
	36-45 tahun	3	3%
	46-65 Tahun	9	9%
Pendidikan Terakhir	SMA	68	68%
	S1	31	31%
	S2	1	1%
Jenis Pekerjaan	Pelajar/mahasiswa	68	68%
	Ibu rumah tangga	15	15%
	Karyawan swasta	10	10%
	Karyawan BUMN	1	1%
	Pengusaha	6	6%

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardize d Residual
N		100
Normal Parameters	Mean	0,000
	Std. Deviation	1,763
Most Extreme Differences	Absolute	0,071
	Positive	0,045

	Negative	-0,071
Test Statistic		0,071
Asymp. Sig. (2-tailed)		0,200

Source: Data processed by researchers.

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Kualitas Produk	0,788	1,269
Harga	0,788	1,269

Source: Data processed by researchers.

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2,343	2,499	
Kualitas Produk	0,337	0,067	0,373
Harga	0,686	0,099	0,514

Source: Data processed by researchers.

Table 5. T-Test T (Partial Hypothesis)

Model	t	Sig.
(Constant)	0,937	0,351
Kualitas produk	5,036	0,000
Harga	6,928	0,000

Source: Data processed by researchers.

Table 6. F-Test (Simultaneous Hypothesis)

Model	df	F	Sig.
Regression	2	66,945	0,000
Residual	97		

Source: Data processed by researchers.

Table 7. Coefficient of Determination (R2)

Model	R	R Square
1	0,762	0,580

Source: Data processed by researchers.