CUSTOMER SATISFACTION IN VIEW OF BRAND IMAGE, SERVICE QUALITY AND PRODUCT QUALITY
(Study on Consumers of PT. Matahari Department Store Solo Grand Mall)

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Abstract:

This study (conducted at PT. Matahari Department Store Solo Grand Mall) attempts to identify and evaluate the impact of brand image, service quality, and product quality on consumer satisfaction. This study was conducted in the Solo Grand Mall's PT. Matahari Department Store. The quantitative descriptive methodology is used in this investigation. This study took four months to complete. This study's demographic consisted of all PT. Matahari Department Store Solo Grand Mall customers. The study's sample size was 100 respondents. This study employs incidental sampling / accidental sampling, and the analysis technique employs multiple linear regression analysis techniques. The findings demonstrated that at PT. Matahari Department Store Solo Grand Mall, brand image, service quality, and product quality had a favorable and significant impact on customer satisfaction. According to test results of the coefficient of determination of brand image, customer satisfaction at PT. Matahari Department Store Solo Grand Mall is influenced by product and service quality with a variable in the model of 69.2%, while the remaining variable of 30.8% is influenced by other variables not considered in this study.

Keywords: Brand Image, Service Quality, Product Quality, Customer Satisfaction

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1. INTRODUCTION

As business players in Indonesia grow quickly at the moment, other business actors may find it difficult or dangerous to compete in the market. Marketing is one of a company's success determinants (Darmana, 2011). Companies that use a consumer-focused marketing approach must be able to comprehend consumer behavior and satisfy their needs. The brand is a crucial component in marketing and sales.

A brand can provide customers a certain perception in addition to being a name or a way to distinguish it from competing products (Budiyono and Sutianingsih, 2021). Numerous businesses place a strong emphasis on brand expansion as a way to differentiate their products from others so that customers would stick with them. According to Kotler and Armstrong (2001), the brand is really the seller's assurance to continuously offer purchasers features and benefits.

Service quality is a component that affects customer satisfaction levels in addition to brand image (budiyono, et al, 2021). Customers are encouraged to build a close relationship with the company by the quality of the service they receive. In the long run, this form of link enables

the business to fully comprehend client demands and expectations. By emphasizing positive client experiences and limiting negative ones, businesses can thus boost customer satisfaction (Tjiptono in Sasongko and Subagio: 2013).

Product quality and achieving client happiness are mutually exclusive concepts. In order to ensure that the product is satisfying from both the producer's and the consumer's perspectives, producers always implement product quality along with customer happiness. because it can be five times more expensive to acquire a new customer than to keep an existing one. Good product quality helps to create and keep satisfied customers.

We require a standardization of quality in order to produce the necessary product quality. In order to maintain consumer confidence in the product in issue, it is important to ensure that the products produced adhere to the standards that have been established. The consumer's experience with a good or terrible product will affect whether or not they decide to make another purchase. As a result, many businesses are working to create efficient plans for growing, maintaining, and enhancing customer satisfaction.

PT Matahari Department Store Tbk (Matahari or the Company) is a well-known retailer in Indonesia that offers affordable fashion accessories, home appliances, and beauty products. Working with reliable local and international suppliers, Matahari offers a choice of the most recent products from prestigious worldwide companies as well as attractive, high-quality local names.

Department Store Matahari fashion items Tbk. The Solo Grand Mall location is usually unique compared to the others, and some of its goods have even grown to be recognized as Matahari's signature. Even though product costs can occasionally be significantly higher, many customers continue to buy exclusively at Matahari Department Store Solo Grand Mall because certain items are not available at other department stores. The stylish merchandise available at Matahari Department Store consists of apparel, footwear, bags, sandals, and home goods. Every product is always in line with 77 current fashion trends.

Matahari Department Store Tbk. Frequently. Even though Matahari Department Store offers superior quality, the Solo Grand Mall branch is currently running a discount event that significantly lowers rates compared to other shops or department stores. Such circumstances will be understood by devoted customers, and at certain times, the Matahari Department Store is typically bustling with people. Because the purchase price discount might be greater than 50% of the original price, the phrase "lowering price" is frequently used.

Consumer happiness will undoubtedly be impacted by high standards for both the products and the services, as well as by a brand's ability to compete on a level playing field. There are currently many services in competition, along with fashion products and other items. It is anticipated that PT. Matahari Department Store Solo Grand Mall will be able to influence and retain its customers by understanding the factors that consumers take into account when purchasing these products, allowing PT. Matahari Department Store Solo Grand Mall to continue operating in the face of business competition and crisis situations.

2. RESEARCH METHOD

Research Design

This study employs a quantitative descriptive methodology. PT.Matahari Department Store Solo Grand Mall is the study location; it is located in Jl. Slamet Riyadi No.273, Penumping, Kec. Laweyan, Kota Surakarta, Jawa Tengah 57141. The research was carried out between March 2023 and Juny 2023.

Population, Sample, Sampling Technique

The population in this study, namely all customers at PT. Matahari Department Store Solo Grand Mall. This study has 100 participants. In this study, incidental sampling was used.

Data Collection Technique

In this study, questionnaires were distributed to consumers at Matahari Department Store Solo Grand Mall via Google form.

Operational Definition of Variables

Consumer Satisfaction

Consumer satisfaction is the level of feelings a customer has after comparing what he received to what he expected. In this study, consumer satisfaction indicators include: product quality, service quality, product price, ease of access to the product, and how to advertise the product (Warsito, 2017).

Brand Image

Brand image is a set of assumptions people have about a name, symbol, design, and impression based on factual facts before using the brand. Customers may build an impression of this after a pretty extended period of time. Indicators of brand image used in this study include attributes, aspirations, and experience (Asina, 2018).

Service Quality

Quality of service refers to the totality of services provided by the state apparatus that are carried out to the fullest extent possible in accordance with the main rules and procedures established and that can offer goods or services that are suitable for meeting the needs, expectations, and satisfaction of the community as a whole. The indicators of service quality used in this study include tangible, reliable, responsive, assured, and empathic (Harfika and Abdullah, 2017).

Quality Product

Product quality refers to the physical state, purpose, and features of a good or service, including in order to meet and satisfy the expectations of consumers or customers, both goods and services should be based on the desired quality level. This includes factors like product features like ease of use, accuracy, dependability, and durability.Indicators of product quality used in this study include primary attributes, compliance to specifications, durability, dependability, and design. (Setiyana and Widyasari, 2019).

Data Analysis Technique

The coefficient determination, multiple linear regression test, and the classical asumption test were utilized to analyze the data for study.

3. RESULTS AND DISCUSSION
3.1. Results
Classical Asumption Test

Normality Test

Table 1. Normality Test Results

Kolmogorov-Smirnov	Asymp. Sig. (2-tailed)	Limit	Information
0,083	0,086	0,05	Normal data

Source: Primary data processed by SPSS Statistics version 26, 2023

The values of the residual data can be inferred to be normally distributed based on the results of the normality test using the Kolmogorov-Smirnov, which show that the significance value is $0.086 > 0.05$.

Multicolinearity Test

Table 2. Multicolinearity Test Results

Variable	Collinearity Statistic		Information
	Tolerance	VIF	
Brand Image	0,415	2,411	Multicolinearity-Free
Service Quality	0,403	2,483	Multicolinearity-Free
Product Quality	0,427	2,339	Multicolinearity-Free

Source: Primary data processed by SPSS Statistics version 26, 2023

The multicollinearity test yielded the following results:

a. Brand Image (X1) is larger than 0.1 based on the tolerance value test results of 0.415 and less than 10 based on the VIF value of 2.411. This implies that the variable does not exhibit multicollinearity, implying that the regression model can be used to conduct tests.
b. Quality of Service (X2) based on tolerance test results is 0.403 better than 0.1 and 2.483 less than 10. This shows that the variable does not exhibit multicollinearity, indicating that the regression model can be used to conduct tests.
c. Product Quality (X3) Based on the test results, the tolerance value is 0.427 larger than 0.1 and the VIF value is 2.339 less than 10. This implies that the variable does not exhibit multicollinearity, implying that the regression model can be used to conduct tests.

Heteroskedasticity Test

Table 3. Heteroskedasticity Test Results

Variable	Sig. (P value)	Keterangan
Brand Image	0,636	Heteroscedasticity does not occur
Service Quality	0,436	Heteroscedasticity does not occur
Product Quality	0,456	Heteroscedasticity does not occur

Source: Primary data processed by SPSS Statistics version 26, 2023

According to the results of the heteroscedasticity test, there is no heteroscedasticity in any of the three variables investigated, namely Brand Image, Service Quality, and Product Quality. The P-values for each variable are greater than 0.05, demonstrating this. The Brand Image variable has a P-value of 0.636, indicating that there is no heteroscedasticity in that variable. Similarly, Service Quality has a P-value of 0.436 and Product Quality has a P-value of 0.456.

Multiple Linier Regression Test

Table. 4 Multiple Linier Regression Test Results

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1,683	1,220
Brand Image	0,285	0,085
Service Quality	0,349	0,095
Product Quality	0,299	0,079

Source: Primary data processed by SPSS Statistics version 26, 2023

The multiple linear regression equation shown above shows the link between the dependent variable and the three independent variables, or Brand Image, Service Quality, and Product Quality. Written as follows is the regression equation:

$$Y = 1{,}683 + 0{,}285X_1 + 0{,}349X_2 + 0{,}299X_3 + e$$

The multiple linear regression equation can be deduced as follows:

a. The constant value () is 1.683, implying that this value is used as a starting point or a reference when the independent variables, namely Brand Image, Service Quality, and Product Quality, have no influence. This regression equation's constant is 1.683.

b. The resulting coefficient of the Brand Image variable (X1) computed from the multiple linear regression coefficients (X1) = 0.285. This indicates that if the Brand Image, Service Quality, and Product Quality variables are constant (0), adding the Brand Image variable results in a 0.285 increase in Purchase Decision. Therefore a result, the brand image variable at PT. Matahari Department Store Solo Grand Mall has a positive association with consumer satisfaction.

c. The service quality variable (X2) has a coefficient of 0.349 when the multiple linear regression coefficients (X2) are computed. This illustrates how the addition of the

Service Quality variable raises Consumer Satisfaction by 0.349 when Brand Image, Service Quality, and Product Quality are all constant (zero). Because of this, at PT.Matahari Department Store Solo Grand Mall, the variable Service Quality and Consumer Satisfaction are positively correlated.

d. The multiple linear regression coefficients (X3) calculation yielded a coefficient for the product quality variable (X3) of = 0.299. In this example, it is shown that if Brand Image, Service Quality, and Product Quality are all constant at zero, adding the Product Quality variable raises Consumer Satisfaction by 0.299. As a result, at PT. Matahari Department Store Solo Grand Mall, the link between product quality and customer happiness is favorable.

e. According to the results of the multiple linear regression analysis, the variable Service Quality has the greatest influence on client satisfaction. Its regression coefficient, which is equal to 0.349, is higher than that of the other variables.

t-Test

Table 5. T Test Results

Model	t count	t table	Sig.
Brand Image	3,336	1,984	0,001
Service Quality	3,660	1,984	0,000
Product Quality	3,796	1,984	0,000

Source: Primary data processed by SPSS Statistics version 26, 2023

a. When the computation results show that $t_{count} > t_{table}$ (3.336 > 1.984) and a significance value (0.000 < 0.05), Ho is rejected. It may be inferred that the Brand Image variable (X1) has a partially positive and substantial effect on Consumer Satisfaction (Y).

b. If the calculation yields $t_{count} > t_{table}$ (3.660 > 1.984) and a significance value (0.000 < 0.05), Ho is rejected. It is possible to conclude that the variable Service Quality (X2) has a partially positive and considerable impact on Consumer Satisfaction (Y).

c. When the computation results show that $t_{count} > t_{table}$ (3.796 > 1.984) and there is a significance value (0.002 < 0.05), Ho is rejected. It is possible to conclude that the variable Product Quality (X3) has a marginally positive and significant effect on Consumer Satisfaction (Y).

The Coefficient Determination Test

Table 6. The Coefficient Determination Test Results

R	R Square	Adjusted R Square
0,838a	0,702	0,692

Source: Primary data processed by SPSS Statistics version 26, 2023

The Adjusted R Square score is 0.692 based on the coefficient of determination (R2) test results in the table above. This suggests that brand image, service quality, and product quality influence 69.2% of customer satisfaction at PT. Matahari Department Store Solo Grand Mall, while additional variables not addressed in this study influence the remaining 30.8%.

3.2. Discussion

The impact of brand image on customer satisfaction Solo Grand Mall PT.Matahari Department Store

Ho is rejected and Ha is approved based on the calculation results from SPSS version 26 with tcount > ttable (3.336 > 1.984) and a significant value (0.000 0.05). Customer satisfaction at PT. Matahari Department Store Solo Grand Mall is positively and significantly impacted by the brand image variable (X1).

The first hypothesis in this study, "Brand image has a positive and significant effect on customer satisfaction at PT. Matahari Department Store Solo Grand Mall," has been demonstrated to be correct. According to prior research by Fauzia, Deby, and Afan (2022), brand image has a favorable and significant effect on consumer satisfaction. According to Efendi and Lubis's (2022) research, brand image has a favorable and significant effect on consumer satisfaction.

Customer satisfaction and service quality Solo Grand Mall PT.Matahari Department Store

Ho is rejected and Ha is approved in light of the calculation results from SPSS version 26: tcount > ttable (3.660 > 1.984) and a significant value (0.000 0.05). It can be said that the variable Service Quality (X2) has a marginally positive and statistically significant impact on Customer Satisfaction at PT. Matahari Department Store Solo Grand Mall.

Hypothesis 2 in this study is found to be true: "Service Quality has a positive and significant effect on customer satisfaction at PT. Matahari Deapartment Store Solo Grand Mall." According to prior research by Chalsy, Sri, and Muhammad (2020), service quality has a favorable and significant effect on customer satisfaction. According to Asti and Ayuningtyas's (2020) research, service quality has a positive and significant effect on consumer satisfaction.

Customer satisfaction and product quality Solo Grand Mall PT.Matahari Department Store

Ho is rejected and Ha is approved based on the SPSS version 26 calculation findings of tcount > ttable (3.796 > 1.984) and a significant value (0.000 0.05). At PT. Matahari Department Store Solo Grand Mall, the variable Product Quality (X2) has a relatively favorable and considerable effect on Consumer Satisfaction. The final hypothesis of the study, "product quality has a positive and significant effect on customer satisfaction at PT. Matahari Deapartment Store Solo Grand Mall," was confirmed to be valid. Earlier research by Prayitno and Sutanto (2018) found that product quality has a positive and significant effect on consumer satisfaction. Product quality has a favorable and significant effect on consumer satisfaction, according to Risnawati and Karneli (2018) research.

4. CONCLUSION

The following conclusions can be taken based on the results of the analysis given in the preceding chapter and the tests that have been performed:

1. Brand image has a favorable and considerable effect on consumer satisfaction at PT. Matahari Department Store Solo Grand Mall.
2. Customer satisfaction is positively impacted by service quality at PT. Matahari Department Store Solo Grand Mall.
3. Product quality has a positive and considerable impact on consumer satisfaction at PT. Matahari Department Store Solo Grand Mall.
4. The Adjusted R Square value obtained from the test for the coefficient of determination (R^2) in the table above was 0.692. This suggests that brand image, service quality, and product quality influence 69.2% of consumer satisfaction at PT. Matahari Department Store Solo Grand Mall, while additional variables not addressed in this study influence the remaining 30.8%.

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