

The Effect of Brand Image, Product Quality, and Price on Consumer Satisfaction on Eiger Products in East Java

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Abstract

The purpose of this study was to determine the effect of brand image, product quality, and price on consumer satisfaction with Eiger products. The population of this research is Eiger consumers in Jember. The sampling technique in this research is non-probability sampling with the sampling method used is purposive sampling. based on the criteria that is male and female respondents aged 18 years and over and respondents who have purchased and used Eiger products in existing stores in the last 1 year. The sample used was 170 respondents. The type of data in this study uses quantitative data. Primary data sources were obtained directly from questionnaires given via google form and secondary data obtained from web topbrand-award.com, idntimes.com, eigeradventure.com, and jemberkab.go.id. The data analysis method used is multiple regression analysis. The results of this study are three analysis results, namely brand image has a significant effect on consumer satisfaction for Eiger products in Jember. Product quality has a significant effect on consumer satisfaction for Eiger products in Jember.

Keywords

brand image; product quality;
price; consumer satisfaction



I. Introduction

Eiger is one of the best products and is able to lead the market in Indonesia. Eiger products are produced by PT. Eigerindo Multi Industri which is an original Indonesian brand was founded by Rony Lukito in 1993 in Bandung. In this study, the Eiger product was selected which is the first brand published by PT. Eigerindo Multi Industri, has adventure equipment and daily equipment products that try to maintain brand quality in the hearts of consumers. Brand Eiger itself produces various products such as tents, stoves, mattresses, carriers, daypacks, headlamps, flashlights, knives, ropes, carabiners, shoes, clothes, field pants, and other outdoor equipment.

Eiger ranks first in the list of the most popular outdoor equipment in Indonesia released by idntimes.com. It can be said that the Eiger brand is the most popular brand in Indonesia. Eiger itself is proven to have good product quality so that it becomes the most popular outdoor equipment in Indonesia. The quality offered by Eiger products makes a good brand image grow among the public, especially teenagers. A good brand image will affect consumer satisfaction. Eiger consumer satisfaction is increasing because the quality of Eiger products is better than other outdoor products. The price of the Eiger itself is relatively more expensive compared to other outdoor products. The price offered by Eiger is in accordance with the quality offered.

Brand image or brand image is something unique because it is a set of tangible and intangible properties, such as values, beliefs, ideas, features, and beliefs (Wulandari et al. 2017). Research conducted by Yulisetiari and Prahasta (2019), and Yulisetiari et al.

(2018) shows that Brand Image has a positive and significant effect on consumer satisfaction. Research according to Kurniawati et al. (2019), Yulisetiari and Mawarni (2021) Brand image has a positive effect on consumer satisfaction. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Topbrand-award.com data Eiger ranks first in the Top Brand for Teens Index 2020 with a percentage of 24.1%, followed by Carrvil 23.7%, Bata 8.7%, Ardiles 5.6%, Homyped 5.8%. This shows that Eiger products, especially sandals, are favored by teenagers and are becoming a fashion trend. The data also proves that lifestyles among teenagers are switching to using outdoor products in their daily life. A good brand image in the minds of consumers makes more and more satisfied customers and will increase the number of new consumers (Yulisetiari and Prahasta, 2019).

Consumers today are increasingly critical of a product, in order to provide satisfaction to consumers. It is known that the product offerings are increasingly diverse and numerous along with the times. Maintaining product quality, producers can lure consumers to buy and be loyal to a product. According to Kotler and Armstrong (2004:354) product quality is the product's ability to carry out its performance and functions so that it can meet consumer wants and needs. According to Saraswati et al. (2015) Product quality has the ability to provide satisfaction and benefits about anything that has target market value. Quality products will give satisfaction to consumers and are the main key to win market competition (Yazia, 2014). Assessment of product quality affects consumer satisfaction with a product.

Research conducted by Madiistriyatno and Nurzaman (2020) shows that product quality has a positive relationship to consumer satisfaction. The research means that product quality has a positive effect on consumer satisfaction. This supports the research of Aditia et al. (2020) and Liman et al. (2016) show that product quality has a significant effect on consumer satisfaction. In addition, there is also a study from Yulisetiari et al. (2018) which shows that quality has a significant effect on consumer satisfaction. Research by Liman et al. (2016), Aditia et al. (2020), and Yulisetiari et al. (2018) it can be concluded that the product quality variable has a positive and significant effect on consumer satisfaction.

Price is often used as an indicator of the value between the price of an item and the benefits felt by consumers (Herawati et al. 2018). According to Hidayati et al. (2018) Price is a number of values given or exchanged by consumers to benefit from a product or service, prices can affect consumer satisfaction. Price must be considered so that the company can compete with other similar companies (Yulisetiari et al. 2018). Prices that are not in accordance with product quality will affect consumer satisfaction which decreases and vice versa. The higher the product value, the higher consumer satisfaction will be. Pricing by the company must be adjusted to the environmental situation and changes that occur, especially in the increasingly fierce competition like today. The suitability of good and bad prices can be seen from consumer responses to prices offered, accepted or rejected (Yulisetiari and Prahasta, 2019). Companies can consider competitors' prices as a guide in determining the selling price of their products to be more competitive in the market. Competitive prices are the bargaining value of consumers, both low prices and high prices that can compete in the market (Yulisetiari et al. 2021).

Research conducted by (Yulisetiari et al. 2021) shows that the price variable has a significant effect on repurchase interest. The results of the research of Kurniawati et al. (2019), Madiistriyatno and Nurzaman (2020) show that the price variable has no significant effect on consumer satisfaction. Previous research conducted by Yulisetiari et

al. (2018) also shows that price has no effect and is not significant on consumer satisfaction. The results of this study contradict the research of Ali Qalati et al. (2019), Liman et al. (2016), Yulisetiari and Prahasta (2019) show that price has a positive and significant effect on consumer satisfaction. Research by Kurniawati et al. (2019), Madiistriyatno and Nurzaman (2020), Yulisetiari et al. (2018), Ali Qalati et al. (2019), Litman et al. (2016), Yulisetiari and Prahasta (2019), and Yulisetiari et al. (2021) showed different results regarding the effect of price on consumer satisfaction, so that there is still an interesting gap to study, namely the effect of price on consumer satisfaction.

Consumer satisfaction is the difference between performance and expectations perceived by consumers. Satisfaction can also help improve the company's image in the minds of other consumers (Yulisetiari and Prahasta, 2019). Consumer satisfaction is a consumer's sense of comfort when obtaining the results of the quality of the selected product being better than the product that is not selected with poor or worse product quality (Tjiptono, 2015).

II. Review of Literature

2.1 Brand Image

Brand image is an impression and belief ideas that are owned by individuals towards a brand (Kotler and Keller, 2008:73). According to Ghazali and Purwanto (2019) Brand image is a consumer's memory that is felt and thought when seeing or hearing the name of a brand. Brand image is important to increase consumer confidence in products or services related to brands that reflect that the brand is valuable and attractive (Sudaryanto and Febriani, 2018).

2.2 Product Quality

Product quality is the totality of the characteristics of a product which includes several parts of the product such as performance, function, reliability, and so on that serve to satisfy the needs desired by consumers. According to Kotler and Armstrong (2004:354) product quality is the product's ability to carry out its performance and functions so that it can meet consumer wants and needs.

2.3 Price

According to Hidayati et al. (2018) Price is a number of values given or exchanged by consumers to benefit from a product or service, prices can affect consumer satisfaction. Price is one of the important things to be evaluated by consumers so that companies must really pay attention and understand this in order to influence consumer attitudes (Saraswati et al. 2015).

2.4 Consumer Satisfaction

Consumer satisfaction is the difference between performance and expectations perceived by consumers. Consumer satisfaction is a major component of the long-term viability of a brand (Yulisetiari and Prahasta, 2019). Consumer satisfaction is a consumer's sense of comfort when obtaining the results of the quality of the selected product being better than the product that is not selected with poor or worse product quality (Tjiptono, 2015).

III. Research Method

This research is classified as explanatory research using a quantitative approach. The population in this study are Eiger consumers in Jember. The sampling technique in this study is non-probability sampling with purposive sampling method selected based on the following criteria, male and female respondents in the Jember area aged 18 years and over because these respondents were considered mature enough to answer research questionnaires well and respondents who had purchased and used Eiger products at stores in Jember in the last 1 year. The number of samples in this study were 170 respondents from the number of indicator variables in this study were 17 indicators, so the number of samples in this study was $17 \times 10 = 170$ respondents. The research scale used in this study is the Likert scale.

3.1 Data Types and Source

Primary data is obtained directly from the direct statement of the respondent from the questionnaire given through the google form. Secondary data were obtained from the web topbrand-award.com, idntimes.com, eigeradventure.com, and jemberkab.go.id.

3.2 Data Analysis Method

The data analysis method used is multiple linear regression analysis used SPSS 23.

Table 1. Results of Multiple Linear Regression Analysis

Variable	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	Sig.
	B	Std Error	Beta	
	4,497	1.360	-	0.001
X1	0.179	0.067	0.187	0.008
X2	0.573	0.113	0.353	0.000
X3	0.356	0.085	0.293	0.000

Data source: Processed

The results of multiple linear regression analysis show the results of the test with, so that the multiple linear regression model can be determined by the following equation model:

$$Y = 4.497 + 0.179X1 + 0.573X2 + 0.356X3 + e$$

3.3 Normality Test

This study uses the Kolmogorov-Smirnov test by determining the degree of confidence of 5%.

Table 2. Normality Test Results

	Unstandardized Residual	α	Description
N	170		
Asymp.Sig. (2-tailed)	0.200 ^{cd}	0.05	Normal

Data source: Processed

Asymp.Sig value. (2-tailed) of the regression equation model of 0.200 is greater than $= 0.05$. So, it can be concluded that the regression equation model is normally distributed.

3.4 Multicollinearity Test

The multicollinearity test aims to test in a regression model there is collinearity between independent variables (Ghozali, 2013: 110).

Table 3. Multicollinearity Test Results

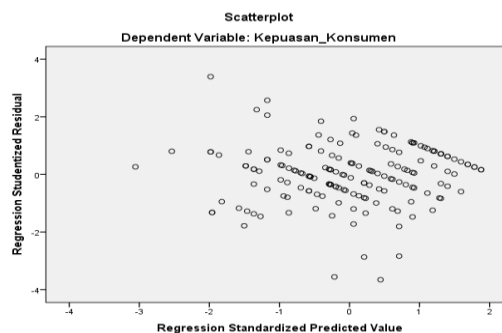
Variable	Collinearity Statistics	
	Tolerance	VIF
<i>Brand Image (X1)</i>	0.640	1.564
Product Quality (X2)	0.646	1,548
Price (X3)	0.639	1,565

Data source: Processed

The tolerance value is 0.640; 0.646; 0.639 is greater than 0.1 and the VIF value is 1.564; 1,548; 1.565 is smaller than 10. So, it can be concluded that the three independent variables in this study, namely Brand Image (X1), Product Quality (X2), and Price (X3) did not occur multicollinearity symptoms.

3.5 Heteroscedasticity Test

Heteroscedasticity does not occur in the regression model if there is no clear pattern such as the points spread below and above the Y axis and the number 0 (Priyatno, 2010:115).



Data source: processed

Figure 1. Heteroscedasticity Test Results

3.6 Autocorrelation Test

The autocorrelation test in this study used the Durbin-Watson (DW) test with SPSS software.

Table 4. Autocorrelation Test Results

Model	Durbin Watson	4 – dL (1.71336)	du
1	2.031	2.28664	1.78512

Data source: Processed

The value of $du = 1.78512$ is smaller than Durbin Watson = 2.031 and the value of Durbin Watson = 2.031 is smaller than the value of $4 - dL(1.71336) = 2.28664$, so it can be concluded that the regression equation model in this study does not contain autocorrelation.

3.7 Hypothesis Test t

The t-test was used to determine the direct or indirect effect of the dependent variable partially, namely Brand Image (X1), Product Quality (X2), Price (X3) on the independent variable, namely Consumer Satisfaction (Y).

Table 5. t Test Results

Variable	t _{count}	t _{table}	Sig	α
Constant	3,305	1.9740	0.001	0.05
X1	2,669	1.9740	0.008	0.05
X2	5.067	1.9740	0.000	0.05
X3	4,189	1.9740	0.000	0.05

Data source: Processed

The results of the t hypothesis test show the influence of the independent variable individually on the dependent variable which is explained as follows: *Brand Image* (X1) has a value of tcount of 2.669 t table that is 1.9740 and *Brand Image* (X1) has a significance value of $0.008 = 0.05$. So, it can be concluded that the Brand Image (X1) variable has a significant effect on Consumer Satisfaction (Y) for Eiger products. Product Quality (X2) has a value of tcount of 5.067 t table, namely 1.9740 and Product Quality (X2) has a significance value of $0.000 = 0.05$. So, it can be concluded that the Product Quality variable (X2) has a significant effect on Consumer Satisfaction (Y) for Eiger products. Price (X3) has a value of tcount of 4.189 t table, namely 1.9740 and Price (X3) has a significance value of $0.000 = 0.05$. So, it can be concluded that the price variable (X3) has a significant effect on Consumer Satisfaction (Y) for Eiger products. The results of the t hypothesis test show that the Brand Image (X1), Product Quality (X2), and Price (X3) variables have a significant effect on the Consumer Satisfaction variable (Y).

3.8 Coefficient of Determination Test

The coefficient of determination test (Adjust R²) is used to measure how far the regression model's ability to explain the variation of the dependent variable (Ghozali, 2016:95).

Table 6. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.693a	0.480	0.470

Data source: Processed

Consumer Satisfaction (Y) of Eiger products in Jember 69% is influenced by variables Brand Image (X1), Product Quality (X2), Price (X3).

IV. Results and Discussion

4.1 The Effect of Brand Image (X1) on Consumer Satisfaction (Y)

The results of multiple regression analysis show that Brand Image (X1) has an unstandardized coefficients (B) of 0.179 and a t-value of $2.669 \geq t$ table is 1.65387 and Brand Image (X1) has a significance value of $0.008 \leq \alpha = 0.05$. The results of the t test show that H₀ is rejected and H_a is accepted, indicating that the first hypothesis which states that the Brand Image variable (X1) has a significant effect on Consumer Satisfaction (Y), hypothesis 1 is accepted. The results of multiple regression analysis show a positive

influence, meaning that the brand image of Eiger's products is the market leader, thereby increasing consumer satisfaction.

The results of this study are in accordance with the research conducted by Kurniawati et al. (2019), Wulandari et al. (2017) and Yulisetiari et al. (2018) which states that brand image has a positive and significant effect on consumer satisfaction and this result shows that the higher the brand image, the higher the level of consumer satisfaction. The results of this study are also in accordance with research conducted by Yulisetiari et al. (2019) and Yulisetiari et al. (2021) which show that brand image has a significant effect on consumer satisfaction.

4.2 Effect of Product Quality (X2) on Consumer Satisfaction (Y)

The results of multiple regression analysis show that Product Quality (X2) has an unstandardized coefficients (B) of 0.573 and a t-count of $5.067 \geq t_{table}$ which is 1.65387 and Product Quality (X2) has a significance value of $0.000 \leq \alpha = 0.05$. The results of the t-test indicate that H_0 is rejected and H_a is accepted, indicating that the Product Quality variable (X2) has a significant effect on Consumer Satisfaction (Y), meaning that the second hypothesis can be accepted. The results of multiple regression analysis show a positive influence, meaning that the quality of Eiger's products is good from the respondents' answers which can increase consumer satisfaction.

The results of this study are in line with the research conducted by Yulisetiari et al. (2018) and Aditia et al. (2020) which states that product quality has a significant effect on product quality. This research is also supported by research conducted by Madiistriyatno and Nurzaman (2020) and Litman et al. (2016) show the results that product quality has a significant effect on consumer satisfaction.

4.3 Effect of Price (X3) on Consumer Satisfaction (Y)

The results of multiple regression analysis show that Price (X3) has an unstandardized coefficients (B) of 0.356 and a t-count value of $4.189 \geq t_{table}$ is 1.65387 and Price (X3) has a significance value of $0.000 \leq \alpha = 0.05$. The results of the t-test show that H_0 is rejected and H_a is accepted, so hypothesis 3 is accepted, which indicates that the price variable (X3) has a significant effect on consumer satisfaction (Y) is acceptable. The results of multiple regression analysis show a positive effect, meaning that the price of the Eiger product is in accordance with the benefits so that it can increase consumer satisfaction.

This research is in line with research conducted by Yulisetiari et al. (2019) which shows that price has a significant effect on consumer satisfaction, this is in line with the research of Ali Qalati et al. (2019) and Liman et al. (2016) show that price has a significant effect on consumer satisfaction. This study contradicts the research of Kurniawati et al. (2019), Yulisetiari et al. (2018), Madiistriyatno and Nurzaman (2020) show that price does not have a positive effect on consumer satisfaction. Competitive prices are the bargaining value of consumers, both low and high prices that can compete (Yulisetiari et al. 2021).

V. Conclusion

The conclusions in this study regarding the effect of Brand Image, Product Quality, and Price on Consumer Satisfaction of Eiger products in Jember are as follows: brand image has a significant effect on consumer satisfaction of Eiger products in Jember proven and accepted, meaning that the brand image of Eiger products is declared a market leader

that increases satisfaction. Consumer increase and product quality has a significant effect on consumer satisfaction. Eiger products are proven and accepted, meaning that the quality of Eiger products is stated to be good from respondents' answers which can increase consumer satisfaction. Price has a significant effect on consumer satisfaction of Eiger products, it is proven and accepted, meaning that the price of Eiger products is in accordance with the benefits so as to increase consumer satisfaction.

Suggestion

Further research, it is recommended to add variables outside of this research such as promotion, location, gender, digital marketing. Companies can strengthen the brand image of Eiger, improve the quality of Eiger products, and consider the price offered in accordance with the benefits of the product in order to increase consumer satisfaction.

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