
Customer Satisfaction: Judging from Price, Product Quality and Service Quality (Study on Erigo's Customers)

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ABSTRACT

By creating a research model and testing the three hypotheses proposed in this study, the purpose of this study is to examine how customer satisfaction is affected by price, product quality, and service quality. This study uses a type of quantitative research with primary data obtained from questionnaires or online surveys via the Google Form. The sample size of this study consisted of 100 respondents, namely Erigo customers who had purchased at least one product from the Erigo brand through Shopee e-commerce. The data analysis technique used is IBM SPSS Statistics 26 which includes validity and reliability tests, classical assumption tests, multiple linear regression analysis, F tests, T tests (hypotheses) and determinant coefficient. The results showed that price, product quality, and service quality had a positive and significant effect on Erigo's customer satisfaction. The results of this study will help other business actors in the same industry to make, implement and use the Erigo strategy to maintain business continuity more effectively.

Keywords: Customer Satisfaction, Product Quality, Price, Service Quality.

INTRODUCTION

Fashion is described as a person's everyday clothing choices. The development of the fashion world is increasing rapidly and is followed by successive (Amendola et al., 2018). Even by following the existing fashion trends, it has become a necessity for the Indonesian people to adjust their lifestyle in this modern era to appear fashionable.

Currently, the fashion industry in Indonesia is also growing rapidly, even becoming one of the main industries that can significantly contribute to the growth of Indonesia's creative economy. According to Tribbunnews the fashion sector contributes to Indonesia's creative economy GDP of 18.15% which ranks second after the culinary sector which contributes 41.69%. This shows that the fashion industry is one of the leading and competitive industries in Indonesia (Destryawan, 2021).

The rapid development of the fashion industry in Indonesia has encouraged many fashion brands, especially local brands, to continue to innovate in the world of fashion and develop new products that are increasingly creative and innovative (Walyoto et al., 2022). Various local brands that offer a variety of fashion products in the form of clothing, shoes and accessories have developed in the Indonesian fashion industry today. The rapid development of the fashion industry cannot be separated from technological developments. Where technology has an important role for the fashion industry to market and reach customers widely through social media, marketplaces and e-commerce (Mutia Syahidah et al., 2022).

One of the fashion brands that many Indonesians know is Erigo. Erigo is a fashion brand that was founded in 2010 by Muhammad Saddam, previously named Selected and Co, but later changed to Erigo in 2013. Erigo sells a variety of men's and women's fashion products such as hats, t-shirts, shirts, jackets and pants of the highest quality. Erigo also applies a casual, trendy and simple design concept which is of course suitable for daily activities including traveling, which is adapted to the tastes of its target market, namely the Indonesian millennial generation who are updated and like fashion (Radika et al., 2022).

Erigo uses technology in marketing his products, namely marketing his products through Shopee and Tokopedia e-commerce. Erigo Shopee products are most marketed at Shopee, which currently has 6.6 million followers, Erigo is even the top the best-selling fashion brand at several Shopee events in 2022. Erigo's official shop at Shopee provides various information regarding product descriptions, prices, and shipping procedures. Erigo consistently maximizes online sales through e-commerce as a strategy to reach a wider audience and provide customers with easy access to buy their products wherever they are.



Figure 1. Best Selling Brands on Shopee

Source: (Erigo Apparel | Facebook, n.d.)

With the marketing strategy that has been implemented as well as easy access for customers to shop online, Erigo is expected to continue to provide satisfactory service, high quality products and reasonable prices so that consumer satisfaction can be achieved. In order to create customer satisfaction, it is also necessary to make efforts to understand customer needs, wants and demands (Barus et al., 2020). In addition, customer satisfaction can also be determined through price, product quality and service factors.

Research on price, quality and service as determinants of customer satisfaction has been conducted by numerous earlier researchers, and the results show different influences. The price variable studied by Sumarsid & Paryanti (2022) and Rahayu et al., (2023) states that customer satisfaction is positively and significant impact by price, while the results of Nofrianda (2019) study conclude that price positively and significant impact customer satisfaction (Nofrianda, 2019; Sumarsid & Paryanti, 2022). Research by Supriyanto & Purba (2022) states that product quality and service quality affect customer satisfaction positively and significantly (Supriyanto & Purba, 2022; Foster & Sidharta, 2021). The same findings in Imron (2019) also concluded that product quality has a positive and significant impact on customer satisfaction, while Al Ridho (2021) concluded that customer satisfaction is negatively and significant impact by service quality (Al Ridho, 2021; Imron, 2019).

To support studies and obtain optimal results, it is necessary to have a grand theory. The application of Theory of Reasoned Action (TRA) in this research is to understand consumer behavior. According to (Kayati, 2018) Theory of Reasoned Action (TRA), which combines behavior with beliefs, interests, and desires. The basic premise of this theory is that people act consciously and take into account all available information.

Theory of Reasoned Action (TRA) was originally put forward by Ajzen & Fishbein in 1975. This theory was applied to analyze consumer behavior. For example, interests (intentions), attitudes toward behavior, and subjective norms all impact buying behavior (subjective norms). A person's desire to participate in a behavior is referred to as interest. A person's attitude can be positive or negative depending on how they feel about how they want to act. Subjective norms are one's understanding of what other people think, which affects their willingness to participate or refrain from engaging in behavior that is considered acceptable (Kayati, 2018).

According to this theory, attitudes will influence behavior through wise decision making that affects three things, including:

Specific attitudes towards something are more powerful in influencing behavior compared to general attitudes.

Besides attitudes, objective norms or beliefs about what other people want are other factors that influence behavior.

Attitudes towards an activity and subjective norms that will determine the magnitude of a particular intensity or intention.

Focusing attention, or considering everything that is considered important, is the central concept of Theory of Reasoned Action (TRA). In making purchasing decisions, several factors must be considered, one of which is how businesses determine customer satisfaction, especially by looking at price, product quality, and service quality.

A person's attitude shows their tendency to react to things in a consistently good or bad way. Because it is the best factor for predicting or predicting consumer behavior in the future, customer satisfaction attitudes are the variables in this study that receive attention for research. Therefore, analyzing consumer attitudes is expected to predict future actions.

Customer satisfaction is a measurement of how much goods or services meet the needs and meet customer expectations (Nurdiansah & Widyastuti, 2022). A company can be successful if it offers customers a better value than its competitors. The company's ability to survive depends on its ability to provide a market competitive advantage. Therefore, offering something more than other competitors can increase customer satisfaction (Wilson et al., 2019).

According to Kotler in Asti & Ayuningtyas (2020) to influence customer satisfaction, a business must pay attention to 5 (five) factors, namely product quality, service quality, emotion, price, and cost or convenience (Asti & Ayuningtyas, 2020). Among the factors that influence customer satisfaction, price, product quality and service quality being the most important factors influencing customer satisfaction (Putro Nugroho et al., 2019). Customer satisfaction will be achieved if a product is available at a price that is comparable to the quality of the product and customers will be satisfied if the product used has a certain quality according to customer expectations. In addition, customer satisfaction is an advantage that will be obtained by a business that is able to meet customer demands and desires (Tamamudin, 2017).

Customer satisfaction needs to evaluate the characteristics of goods or services on a regular basis to find out whether a product or service has succeeded in achieving the desired level of satisfaction through purchase. Customer evaluation that the goods or services have

provided them with a certain level of satisfaction which may be more or less. Companies can find out their customer satisfaction by asking for feedback from customers, which can then be used for expansion and implementation purposes, as well as increasing customer satisfaction. When customers complain, it can be a probability for the company to study the performance of the company. With these complaints, companies can evaluate and improve services to meet customer satisfaction that was previously dissatisfied. Customer satisfaction can bring benefits as a positive correlation between the business and the customer, the best decision for repurchasing, creating customer loyalty, and creating information considerations that are channeled through oral communication between individuals that are beneficial to the company (Aida & Iriani, 2019). Therefore, a company can achieve competitive advantage and compete to become a very competitive industry if it can fully provide satisfaction to customers.

Price is the total money paid for an item or service or can also be interpreted as the total value of money transferred to consumers for the rights exercised to use or have the product or service (Indra et al., 2022). Price is one area of the marketing mix that needs attention. This is because there are several strategic pricing measures, such as price as a statement of the exchange rate of a product. Prices can be adjusted so that they can change the image and positioning strategy because prices are a source of income for companies so that they have an impact on the size of profit and market share achieved (Woen & Santoso, 2021). There are several indicators that show price characteristics, such as affordability, compatibility with production benefits and production quality, competitiveness, impact on customer purchasing power, and ability to influence customer decisions (Fitriasshinta & Melinda, 2018). Price has become an important component that impacts on consumer choice. Thus, customers trade a certain value, called price, to obtain or use an item (Bing, 2022)

H1: Price has an influence on customer satisfaction

Product quality is the perception of products offered by businesses that have comparable selling rates for quality and products that are not owned by other labels. Thus, labeled industries often pay attention to product quality and make comparisons with products labeled by other industries (Aprita Nur Maharani & Ali Alam, 2022).

Product quality has 8 measures in consideration of customers, namely: (1) Product performance measures. Performance is the main feature or function of a product. The main benefits or performance of the products purchased are generally the main benefits in the product purchase consideration stage; (2) A measure of product reliability. The intended reliability refers to the possibility that the product will not fail in carrying out its functions; (3) Size of product properties (features). Feature size is an additional quality that enhances the product's core advantages. (4) A measure of resilience. Durability indicates the age of a product, or the amount of use it can last before needing to be replaced or damaged. If the product's perceived quality is better, it means that the shelf life will be longer; (5) Size of conformity. The measure of conformity determines whether the performance of a product meets predetermined quality standards; (6) The measure of ability is fixed. Product quality is determined based on the ability to be produced quickly, efficiently and professionally; (7) The size of the aesthetic presentation of the product. Aesthetics concerns the appearance

of a product that satisfies customers, usually applied to the form of product packaging design. Some brands update their appearance to make it more attractive in the eyes of customers. (8) Measures of perceived quality. This applies to customer evaluation of the image, brand or product promotion. Products from well-known brands are generally considered to be of higher quality. Therefore, the product always tries to build its brand in order to achieve a well-known brand (Fitriasshinta & Melinda, 2018).

If a product can satiate consumer wants and demands, the product is capable said to be a premium product. Product quality is the main component of market competitors, and ordinary customers often have ambitions that the goods or services they buy have good product quality. With the expectation of good goods or services, companies must realize consumer ambitions (Arya Dwi Putri & Rastini, 2022).

H2: Product quality has an influence on customer satisfaction

Service quality is a positive and affirmative perspective on buyer evaluation when buyers shop at companies, customers as buyers and consume company goods or services (Iswati & Rustam, 2022). The degree of service quality is the excess that is predicted and controls the degree of excess to meet customer needs. Service quality encourages customers to maintain company goods and services that can affect the growth of a product's stock. The ability to provide high quality service is very important to retain customers. Companies that provide good service can improve their financial performance (Asti & Ayuningtyas, 2020).

The key factor in retaining customers for a long time is the quality of service. The ability of a business to satisfy customer needs in accordance with customer expectations determines good or bad service quality. Service quality is measured by tangible factors including dependability, responsiveness, certainty, and empathy. The capacity to demonstrate presence through observable external elements, such as business structure, business tools, and technology used is called tangible. Reliability is defined as the ability of a business to fulfill service promises in a timely, efficient manner, according to the scheduled arrival time, and without ever making mistakes. The ability of employees to help and provide services needed by customers is called responsiveness. Assurance, which includes customer knowledge, skill, friendliness, courtesy and trust, helps customers feel confident and free from risk. Empathy is the ability to pay attention to customers in a personal way, understand their needs and wants, and to build positive relationships with customers (Setyanta, 2021).

Employees are the backbone of the company's success and closely related to customers, service quality can be evaluated by how well they perform. Among the abilities used is social competence. The ability to build strong relationships and describe the highest level of closeness is what is meant by social competence. An employee must also have the necessary technical know-how skills to convey information to customers. Technical competence refers to the knowledge possessed by employees, such as product design, product specific features, product usage, product functions, and procedures applied to company policies.

H3: Service quality has an influence on customer satisfaction

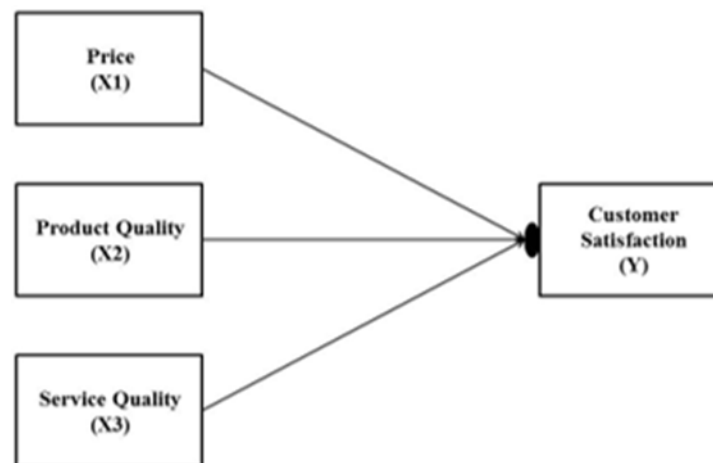


Figure 2. Thinking Framework

According to previous findings, consumer satisfaction is not always positively and significantly affected by price, product quality and service quality. It depends on the object of research. Therefore, researchers are interested in conducting studies with different objects. To what extent do price, product quality, and service quality influence Erigo's customer satisfaction when making purchases through e-commerce Shopee, this is an interesting topic of study to study. The results of this research will strengthen and add to the already-existing variable correlations or models. In addition, the results of this research can help other business actors in the same field to make, implement and better implement the strategies that have been implemented by Erigo in maintaining the continuity of their business.

METHOD

This study falls under the classification of quantitative research, which is defined as research based on observations of a particular population or sample. Data was collected using quantitative or statistical data analysis research instruments to describe and test the stated hypotheses (Sugiyono, 2016).

All customers who have purchased Erigo products through Shopee e-commerce are the population of this study. and the sample is determined using a non-probability sampling technique and based on certain criteria (purposive sampling) (Sugiyono, 2016). The criteria set as a sample are customers who have purchased at least one product from the Erigo brand through Shopee e-commerce.

Lemeshow formula is used to calculate the quantity of sampels utilized in this study, considering that the population size is not limited and cannot be determined with certainty. (Riyanto & Hatmawan, 2020). The Lemeshow formula is as follows:

$$n = \frac{Z^2 \cdot P \cdot (1-P)}{d^2}$$

Information :

n = total sample

$Z = z \text{ score at } 95\% \text{ confidence} = 1.96$

$P = \text{highest estimate} = 50\%$

$d = \text{error rate} = 10\%$

$$n = (Z^2 \cdot P \cdot (1-P)) / d^2$$

$$n = ([1.96]^2 \cdot 0.5 (1-0.5)) / 0.1^2$$

$$n = (3.8416 \cdot 0.5 \cdot 0.5) / 0.01$$

$$n = 0.9604 / 0.01$$

$$n = 96.04 = 100$$

The study sample that was employed was 100 respondents based on the findings of the Lemeshow formula calculation.

In this study, the primary data used was obtained through interviews, surveys, and direct observation of certain objects from the original sources. By giving respondents a series of written questions or comments to answer, researchers used online surveys using questionnaires to collect data (Sugiyono, 2016).

All data was obtained by giving questionnaires or questionnaires to research samples or respondents and Google Forms as a media for respondents to answer questionnaires and collect data. The main advantage of using Google Form is that it can cover a wide geographic area in conducting online surveys and making questionnaires using Google Form easier because you only need to share links with respondents via the WhatsApp application and or Twitter. According to Bing (2022) Google Form takes very little time to collect data (Bing, 2022). So that it can increase the number of respondents from one respondent to several respondents and Google Form is a reliable supporting tool because all questionnaires are filled out without any questions left behind.

Respondents can choose from a variety of alternative answers to the statements presented in the Google Form questionnaire, and these answers are then assessed using a Likert scale. According to Djaali in Sinaga & Muhammad (2020) the Likert scale is used to measure a person's attitude towards an object (Sinaga & Muhammad, 2020). A Likert scale of 1 to 5 is used to assess respondents' answers in this study.

To ascertain the respondents' degree of satisfaction as Erigo customers, the data collected through a survey using Google Form will be calculated and analyzed using IBM SPSS Statistics 26. Because this research is quantitative by using a questionnaire, the data will be analyzed by validity test, reliability test, classic assumption test, multiple linear regression test, F test, T test and finally the determinant coefficient test.

RESULTS AND DISCUSSION

Validity depends on the validity or accuracy of the measuring instrument, depending on the data used in the analysis. The validity test looks at the significance value, if the significance is <0.05 , the variable is considered valid.

Table 1. Validity and Reliability Test Results

Variable	Statement Items	Pearson Correlation	Cronbach.
Price	X1P1	0.714	0.682
	X1P2	0.681	
	X1P3	0.744	
	X1P4	0.527	
	X1P5	0.659	
Product quality	X2P1	0.732	0.698
	X2P2	0.684	
	X2P3	0.738	
	X2P4	0.566	
	X2P5	0.666	
Service Quality	X3P1	0.464	0.870
	X3P2	0.613	
	X3P3	0.742	
	X3P4	0.779	
	X3P5	0.761	
	X3P6	0.814	
	X3P7	0.780	
	X3P8	0.796	
Customer satisfaction	Y1P1	0.774	0.888
	Y1P2	0.806	
	Y1P3	0.859	
	Y1P4	0.812	
	Y1P5	0.829	
	Y1P6	0.732	

The conclusions in the table above, the validity of the variables is indicated by the fact that the statements of these variables are valid with a significance value <0.05 . Reliability tests are intended to demonstrate the properties of a meter, including whether it is reliable, accurate, or consistent enough to measure the desired quantity. The reliability test looks at the Alpha Cronbach value, if the Cornbach number Alpha > 0.60 is considered reliable or reliable.

From the results of table 1 it is known that all independent variables have a Cornbach Alpha coefficient > 0.60 indicating that all of these independent variables are reliable and can be used for research.

Classic Assumption Test. Normality Test, test is a statistical test to evaluate whether or not the distribution of research data is normal. Researchers use P-Plot analysis. The data can be said to be normal if the dots on the P-Plot almost form a straight line or are spread evenly along the straight line.

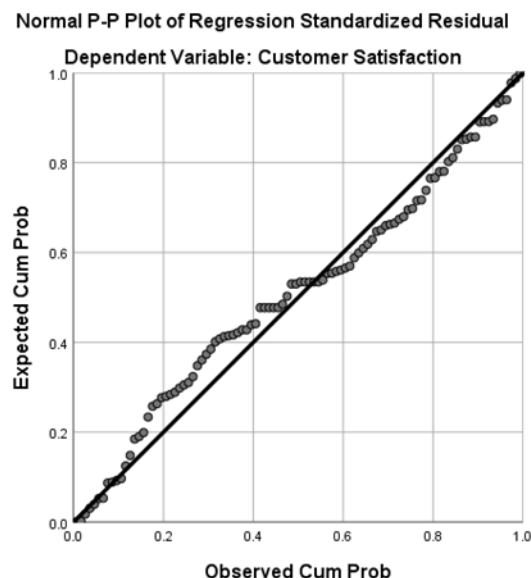


Figure 2. Normality Test Results with Scatterplot

Source: IBM SPSS 26, processed in 2023

From the results of the image output of 3 dots spread evenly along a straight line, it can be interpreted that the data distribution is normal. The multicollinearity test is a statistical test to determine whether there is a strong bond between independent variables. The results of the tolerance or VIF values become a benchmark for the presence or absence of multicollinearity. No multicollinearity is shown if the tolerance result is > 0.10 or $VIF < 10$. Multicollinearity test findings demonstrate that each variable has a tolerance value > 0.10 and a VIF value 10 as 2,235 and 2,161 indicating that multicollinearity was not present in this study.

The heteroscedasticity test is a statistical test to evaluate the non-uniformity in the residual variance of the regression model. The graphical method by looking at the residual plots is used in this study. If you don't see a specific pattern in the plot, such as the dots scattered between the 0 Y axis, it means that heteroscedasticity does not occur.

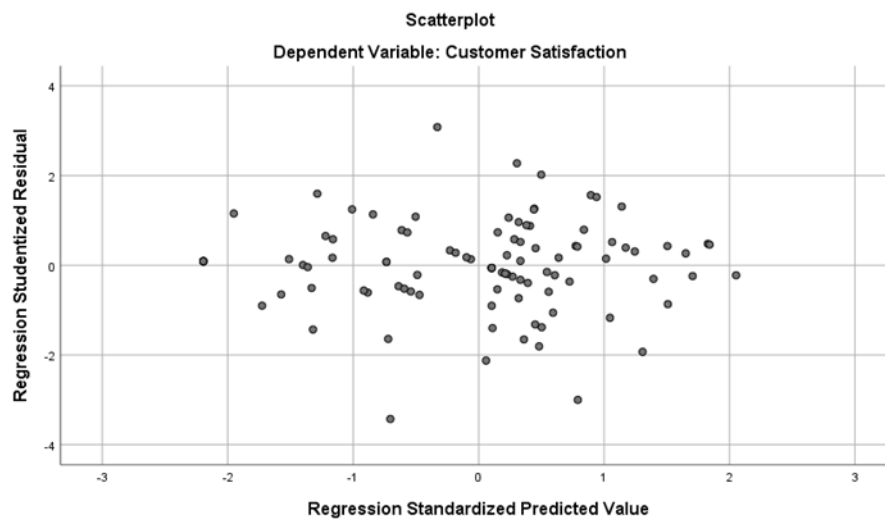


Figure 3. Heteroscedasticity Test Results with Scatterplot

Source: IBM SPSS 26, processed in 2023

Figure 3 Scatterplot states that there is no specific pattern in the plot, the dots spread between The conclusion is then drawn that heteroscedasticity does not exist in this study using the number 0 and the Y axis.

Table 2. Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	-1,231	2,227		-.553	.582
	Price	.459	.131	.301	3,496	.001
	Product quality	.335	.145	.228	2,310	.023
	Service Quality	.296	.082	.349	3,594	.001

a. Dependent Variable: Customer Satisfaction

In table 2 which has been presented, there is a equation for multiple linear regression that looks like this:

$$Y = -1.231 + 0.459 X 1 + 0.335 X 2 + 0.296 X 3$$

A negative constant value = -1.231 indicates that if price, product quality and service quality = 0 (zero), customer satisfaction will decrease. Customer satisfaction will increase by 0.459 each price (X1) increases by 1% when the values of the other variables are fixed. Additionally, customer satisfaction will rise by 0.335 for each product quality (X2) which increases by 1% when other variables have a fixed value. And also, customer satisfaction will also increase by 0.296 for each service quality (X3) which increases by 1% when the variable is fixed.

The T test is a statistical analysis used to determine how much the independent variable contributed to the dependent variable. $t \text{ count} > t \text{ table}$ or $-t \text{ count} - t \text{ table}$, and significance 0.05, are the conditions for this test. Table 4 enables the following to be seen:

$t \text{ count } 3.496 > t \text{ table } 1.985$ price independent variable with a significance of 0.001 or <0.05 indicating the price variable has a significant influence on customer satisfaction partially.

$t \text{ count } 2.310 > t \text{ table } 1.985$ independent variable product quality with a significance of 0.023 or <0.05 indicating product quality variables have a significant influence on customer satisfaction partially.

$t \text{ count } 3.594 > t \text{ table } 1.985$ service quality independent variable with a significance of 0.001 or <0.05 indicating product quality variables have a significant effect on customer satisfaction partially

In order to Determine how much the independent variable contributed to the dependent (bound) variable. The significance level is 0.05 for the F test, which contains criteria for determining the F value's significance level ($\alpha = 0.05$)

Table 3. F Test Results

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.762 ^a	.581	.568	2.37884

a. Predictors: (Constant), Service Quality, Price, Product Quality

With a score of $F = 44.385$ and a significance level of 0.000 or 0.05 in Table 3, the F test indicates that the independent factors have an additive influence on the dependent variable.

In order to know the magnitude of the influence of the independent variable on the dependent variable in the regression model, the determinant coefficient is tested and it is reflected in the R Square value.

Table 4. Determinant Coefficient Test Results (R2)

Model	Summary Model ^b			
	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.762 ^a	.581	.568	2.37884

a. Predictors: (Constant), Service Quality, Price, Product Quality

b. Dependent Variable: Customer Satisfaction

Based on table 4 it can be deduced that the coefficient of determination (R Square) = 0.581 or 58.1%, which indicates that the variables related to price, product quality, and service quality have an impact on customer satisfaction, with the remaining 41.9% being dictated by other variables that can affect customer satisfaction.

Pricing with a t count of 3.496 > t table of 1.985 and a significance of 0.001 or 0.05 shows that pricing has a partly positive impact on customer satisfaction. Since the results of the analysis with sig. are 0.000 0.05, or significant, it may be said that H1 is accepted and H0 is rejected. Price variable with affordability indicators, conformity with benefits and quality, competitiveness, impact on customer purchasing power, and the ability to influence customer decisions in customer satisfaction Erigo's product shows that if the product offered has a reasonable price it will increase customer satisfaction. Erigo offers products at reasonable prices, prices that can compete with other well-known brands, followed by good quality, availability of discounts and discounts so as to increase customer satisfaction and do not rule out repeat purchases.

T Count 2.310 > t table 1.985 product quality with a significance of 0.023 or <0.05 shows that customer satisfaction is positively influenced by product quality, partially. In the analysis with sig. the result is 0.000 <0.05 which means it is significant, so it can be concluded that H1 is accepted and H0 is rejected. The results of this study show that the significance value of the price variable is higher than the other variables. Erigo provides satisfaction to customers with the quality of its products, the higher the quality, the more satisfied consumers are, or vice versa. Product quality, product aesthetics, product accuracy have a positive influence on customer satisfaction for Erigo products.

T Count 3.594 > t table 1.985 service quality with a significance of 0.001 or <0.05 indicates a positive influence on customer satisfaction partially influenced by service quality. In the analysis with sig. the results obtained are 0.000 <0.05 which means significant, Consequently, it can be said that H1 is accepted whereas H0 is rejected. The services provided by Erigo provide satisfaction to its customers. The services provided by Erigo through Shopee include the availability of complete information about the products offered, information about service and delivery, ease of transactions and payments, employees who are responsive to complaints and input from customers so that they meet the expectations of the services needed by customers causing impact positive on customer satisfaction.

CONCLUSION

In light of the test analysis findings from this study, in order to know the impression of price, product quality and service on Erigo products through Shopee e-commerce, it is possible to draw a conclusion; (1) price has a positive and significant influence on Erigo's customer satisfaction through Shopee e-commerce, which means that the price of Erigo's products offered by Erigo has an influence on customers. (2) product quality positively and significantly influences Erigo's customer satisfaction through Shopee e-commerce, which means that the quality of products made by Erigo gives satisfaction to customers. (3) service quality has a positive and significant influence on Erigo's customer satisfaction through Shopee e-commerce, meaning that the quality of service provided by Erigo's company has an influence on customer satisfaction.

There are several suggestions based on this study's findings, namely the following: Erigo is expected to be able to maintain product prices, product quality and service quality which have given customer satisfaction. Apart from maintaining it, it is also expected to improve the quality of Erigo products in accordance with price competitiveness and improve service quality so that customer satisfaction will be better. For future researchers, other variables can be used to measure customer satisfaction by expanding respondents and adding other tests.

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