

## THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION IN IMPLORA PRODUCTS

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**Abstract:** Facial care is an obligation that cannot be abandoned by anyone, especially young people (adolescents). The purpose of this study was to analyze the effect of brand image, product quality, and price on consumer satisfaction with Implora products. The method of analysis in this study used quantitative primary data, the test stages carried out were: validity test, reliability test, normality test, linearity test, heteroscedasticity test, multicollinearity test, multiple linear regression analysis, t test, F test and coefficient of determination. The data used in this study used a questionnaire instrument, and valid data were collected by 100 respondents. The sampling method in this study was non-probability sampling with accidental sampling technique. the testing tool used was SPSS 25. The results showed that the brand image variable did not have a significant effect on customer satisfaction while the product quality and price variables had a significant effect on customer satisfaction and there was a simultaneous effect of brand image, product quality, and price on customer satisfaction. as well as the most dominant variable on consumer satisfaction is the product quality variable

**Keywords:** brand image, product quality, price, consumer satisfaction

## INTRODUCTION

Facial care is an obligation that cannot be abandoned by anyone, especially young people (adolescents). Young people are often categorized as consumers who tend to be open to new products that appear in the market. In addition to making the appearance attractive, facial care is also important for facial skin health. Regular facial skin care is very important considering the many activities carried out outside the home. Therefore, cosmetic products are needed to protect the face from motor vehicle fumes, pollution and direct sunlight. In overcoming this problem, everyone is always looking for products that suit their skin type and are the best for themselves. As is well known, the factors that drive a decision to buy and can enhance a brand's image are the quality of a product.

According to Assauri (2015) Product quality is a statement of the ability level of a particular brand or product in carrying out the expected functions, product quality is also one of the factors that consumers consider before buying a product, because if the product being marketed is good it will attract consumers to buy it. buy the product.

The number of cosmetic products on the market influences purchasing decisions. The buying process describes the reasons why someone prefers, chooses and buys a product with a certain brand. According to Kotler (2002), purchasing decisions are actions of consumers to want to buy or not to a product. Of the various factors that influence consumers in purchasing a product, namely the price perception factor. Perceived price is a factor that has a real and strong influence on the buyer's decision to make a purchase.

Consumers use price perceptions in giving judgments about product quality. So that companies are required to offer quality products and have added value with good and reliable quality, so the product will always be embedded in the minds of consumers.

Brand image is also a result of a consumer's perspective or perception of a particular brand, which is based on consideration and comparison with several other brands, on the same type of product. Brand image shows an accurate perception of a brand itself. Consumer satisfaction is very important for companies, especially for marketing managers. Usually, this becomes a benchmark for a company's performance

## **LITERATURE REVIEW**

### **Marketing**

According to Kotler and Keller (2009) citing the American Marketing Association which provides the following definition, "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders".

#### **Definition of Brand Image (Brand Image)**

According to the American Marketing Association in (Kotler, 2009) Defines brand image as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors' goods or services.

#### **Brand Image Indicator**

The brand image indicators according to Ratri (2007) are as follows:

- (a) Product attributes, are things related to the brand itself, such as packaging, taste, price, and others.
- (b) Consumer benefits (consumer benefits), are the uses of the product from the brand.
- (c) Brand personality, is an association regarding the personality of a brand if the brand is human.

#### **Product quality**

According to Kotler and Armstrong (2008) states that quality is the ability of a product to carry out its functions, this ability includes durability, reliability, accuracy produced, ease of operation and repair and other valuable attributes of the product as a whole.

#### **Product Quality Indicators**

According to Tjiptono (2016), product quality has eight indicators as follows: (a) Performance, is the main operating characteristic of the core product purchased. (b) Features (additional features or characteristics), namely secondary or complementary characteristics. (c) Reliability, namely the small possibility that it will be damaged or fail to be used, for example the car does not crash/jam/frustrate/damage frequently. (d) Conformance to Specifications, namely the extent to which the design and operating characteristics meet predetermined standards. (e) Durability Relates to how long the product can continue to be used. (f) Serviceability, including speed, competence, comfort, ease of repair, and satisfactory handling of complaints. (g) Asthetic (Aesthetics), namely the attractiveness of the product to the five senses. (h) Perceived Quality, namely the image and reputation of the product and the company's responsibility towards it.

#### **Definition of Price**

Kotler and Armstrong (2007) argue that price is the amount of money charged for a product or service. More broadly, price is the sum of a number of values exchanged by consumers for the benefits of having or using the product or service. Price is one of the most flexible elements of the marketing mix, unlike product characteristics and distribution channel commitments, prices can change rapidly. At the same time, price fixing and price competition are major problems facing many marketing executives.

#### **Price Indicator**

According to Kotler and Keller (2012) there are several indicators in measuring prices, including: (a) Price affordability, if the price set by a company can still be purchased or reached by consumers (in the sense that it is not too expensive). (b) Conformity of price with product quality, when the price offered to the customer is in accordance with the quality that the customer gets. (c) Price competitiveness, when the price set by certain products can compete in the market with similar products.

(d) Price compatibility with benefits, when the price offered to customers is in accordance with the benefits that customers can get from the goods or services purchased.

#### **Definition of Consumer Satisfaction**

According to Kotler and Keller (2016), customer satisfaction is "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations". Which means in Indonesian, namely satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the perceived performance (or results) of a product or service with expectations.

**Indicators of Consumer Satisfaction**

Indicators of consumer satisfaction according to Rondonuwu and Komalig in the journal Purnomo Edwin Setyo (2017). Consumer satisfaction is measured by how well the expectations of consumers or customers are met. Explaining indicators of consumer satisfaction, namely: (a) Fulfillment of consumer expectations, consumers feel satisfied with the fulfillment of desires and needs of a product or service. (b) Attitude or desire to use the product, attitude is a learned tendency, this means that attitudes related to buying behavior are formed as a result of direct experience of the product. (c) Recommending to other parties, consumers will always recommend the results of their experiences to others for what is obtained from a quality product offered by a company. (d) Service quality, service quality can be realized through the fulfillment of consumer desires and the accuracy of delivery to balance consumer expectations. (e) Loyal, consumers have various reasons for not developing loyalty to certain products or services, which are able to provide benefits or their expectations are met.

**CONCEPTUAL FRAMEWORK**

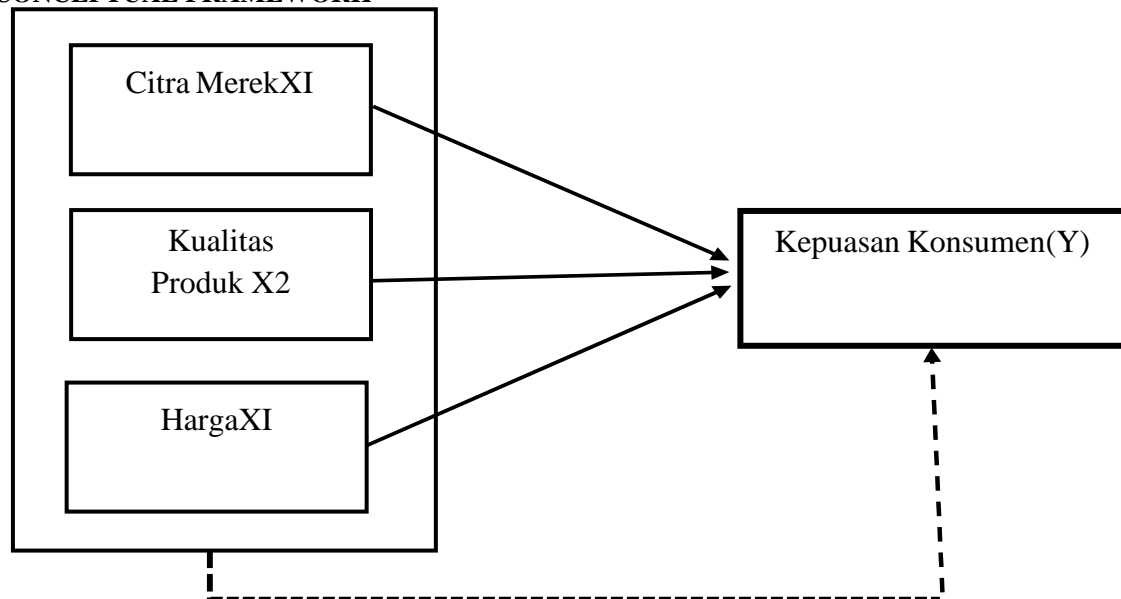


Figure 1 Conceptual Framework

**Research Hypothesis**

- H1: Product quality has a partial and significant effect on consumer satisfaction with Implora beauty products
- H2: Brand image has a partial and significant effect on consumer satisfaction with Implora beauty products
- H3: Perceived price has a partial and significant effect on consumer satisfaction with Implora beauty products
- H4: Product Quality, Brand Image and Price Perception have a partial and significant effect on consumer satisfaction for Implora beauty products

**RESEARCH METHOD**

**Types of Research and Description of the Research Population (Subjects).**

The type of research used in this research is quantitative research. The subject of this research is the satisfaction of consumers who are currently or have purchased Implora products. According to Sugiyono (2015) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn. Based on this understanding, the intended population is those who are currently or have purchased Implora products.

**Sampling technique**

The sampling technique used in this study is a non-probability sampling method. The size of the population in the study could not be known with certainty and to facilitate this research a formula was used to measure the number of samples according to Rao Purba (2006). Based on the results of these calculations, it is known that the results of the sample size of 96.04 can be rounded up to 100. So the number of sample members needed in this study is 100 respondents.

#### Data collection technique

The data collection technique used in this study was by distributing questionnaires (questionnaire) to be able to produce and process data in an appropriate and valid manner. Questionnaire to be used in this study is a closed model meaning that the respondents answered according to the answers provided and the measurement of this study used a Likert Scale.

#### Variables and Operational Definitions

Variable Operational Definition Variable is a complete set of instructions about what to observe and measure a variable or concept to test for perfection. Variable operational definitions found items outlined in research instruments (Sugiyono, 2014). The operational variables used in this study are brand image, product quality, and price as the independent variables (X) and customer satisfaction as the dependent variable (Y).

#### Independent Variable (Free Variable) Brand Image

According to the American Marketing Association in (Kotler, 2009) Defines brand image as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors' goods or services. The existing indicators are: (1) Product attributes;

(2) Consumer advantage; (3) Brand personality

#### Product Skin

Kotler and Armstrong (2008) state that quality is the ability of a product to carry out its functions, this capability includes durability, reliability, precision produced, ease of operation and repair and other valuable attributes of the product as a whole. The existing indicators are: (1) Performance; (2) Additional features or characteristics; (3) Constraints; (4) Compliance with specifications; (5) Durability; (6) Ease of Service; (7) Aesthetics; (8) Perceived quality.

#### Price

Kotler and Armstrong (2007) suggest that price is quantity money charged for a product or service. More broadly, price is the sum of a number of values exchanged by consumers for the benefits of having or using the product or service. Existing indicators are:

(1) Price affordability; (2) Conformity of price with quality; (3) price competitiveness; (4) Price suitability with benefits.

#### Data analysis technique

##### Validity Test and Reliability Test Validity Test

According to Ghozali (2013) validity test is used to measure the legitimacy or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The criteria for testing the validity test are: (1) If,  $r_{count} > r_{table}$ , it is said to be valid; (2) If,  $r_{count} < r_{table}$ , it is said to be invalid.

##### Reliability Test

According to Ghozali (2013) Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire can be said to be reliable or reliable if one's answers to the questions are consistent or stable from time to time. Reliability measurement was carried out by means of one shot or one time measurement with the SPSS tool, the Cronbach's Alpha statistical tool  $> 0.60$ .

##### Classic assumption test

The classical assumption test is an analysis used to find out whether there are problems with the classical assumptions in the linear Ordinary Least Square (OLS) regression model.

##### Normality test

The normality test aims to determine whether the data is normally distributed or not. If the residual data distribution is normal, then the line that describes the actual data will follow the diagonal line (Ghozali, 2013). And to detect whether the data is normally distributed or not, the Kolmogorov-Smirnov test is used by looking at the Unstandardized residual Asymp Sig (2 tailed) value. if the value is  $< 0.05$  then the data is not normally distributed.

**Multicollinearity Test**

The multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables (Ghozali, 2013: 105). To find out whether or not multicollinearity exists, referring to the value used to indicate the presence of multicollinearity is a tolerance value  $<0.10$  or the same as a VIF value  $> 10$  (Ghozali, 2013).

**Heteroscedasticity Test**

The heteroscedasticity test aims to test whether the regression model is dissimilar from one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. The basis of the analysis is if there is a certain pattern, such as the dots that form a certain regular pattern, it indicates that heteroscedasticity has occurred. Whereas if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Ghozali, 2013).

**Multiple Linear Analysis**

Multiple Linear Analysis is used as a maker of an equation to make it easier to predict the value of the dependent variable from the independent variable in the equation. And also knowing how much influence the dependent variable has on the independent variable, and between the independent variables affecting the dependent variable. In this study, the independent variable (X) is brand image (X1), product quality (X2) and price perception (X3), while the dependent variable (Y) is consumer satisfaction.

**Information:**

Y = Dependent Variable

a = Constant (constant)

$\beta_1 - \beta_n$  = Regression Coefficient Coefficient X1 – Xn = Independent Variable

e = Standard error

**t test (Partial)**

The t test is used to test the significance of the relationship between variable X (brand image, product quality and price) that actually influences variable Y (customer satisfaction) separately or partially.

**Simultaneous Test (Test F)**

The simultaneous test aims to see the simultaneous (simultaneous) effect of the independent variables on the dependent variable. The decision making criteria is based on the probability value.

**Determination Coefficient Test (R2)**

The coefficient of determination is the coefficient used to determine how much the independent variables (Brand Image, Product Quality and Price) affect the dependent variable (Consumer Satisfaction). The coefficient of determination aims to measure 41 how far the model's ability to explain the variation of the dependent variable designated by R square in the summary model generated by the SPSS program.

**RESULTS AND DISCUSSION**

**Validity Test and Reliability Test Validity Test**

The results of the data validity test can be seen in table 1 below:

Table 1 Validity Test

Variabel	Rhitung	Rtabel	Keterangan
X1.1	0,591	0,197	Valid
X1.2	0,573	0,197	Valid
X1.3	0,716	0,197	Valid
X1.4	0,586	0,197	Valid
X1.5	0,728	0,197	Valid
X2.1	0,832	0,197	Valid
X2.2	0,745	0,197	Valid

X2.3	0,659	0,197	Valid
X2.4	0,567	0,197	Valid
X2.5	0,690	0,197	Valid
X3.1	0,683	0,197	Valid
X3.2	0,588	0,197	Valid
X3.3	0,5200	0,197	Valid
X3.4	0,716	0,197	Valid
X3.5	0,695	0,197	Valid
Y1	0,755	0,197	Valid
Y2	0,709	0,197	Valid
Y3	0,777	0,197	Valid
Y4	0,753	0,197	Valid
Y5	0,756	0,197	Valid

Based on table 1 above the results of the validity test of 20 statements consisting of 5 statements on each variable obtained r count positive and r count > r table. It can be concluded that the 20 point statements are valid.

#### Reliability Test

The results of the reliability test from this study can be seen in table 2, as follows:

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Citra Merek (X1)	0,641	Reliabel
Kualitas Produk (X2)	0,731	Reliabel
Harga (X3)	0,626	Reliabel
Consumer Satisfaction (Y)	0,808	Reliabel

Berdasarkan tabel 2 diatas dapat diketahui bahwa variabel Citra Merek, Kualitas produk, Harga dan Consumer Satisfaction memiliki nilai Cronbach's Alpha > 60. Dan dapat di simpulkan bahwa semua pernyataan yang ada adalah reliabel.

#### Uji Asumsi Klasik Uji Normalitas

Berikut dibawah ini adalah hasil uji normalitas:

Table 3. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.59495580
Most Extreme Differences	Absolute	.062
	Positive	.057
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

It can be seen in table 3 of the One-Sample Kolmogrov-Smirnov Test above on Asymp. Sig (2-tailed) is 0.200, then the value is  $0.200 > 0.05$  so that in this study the data is normally distributed. So it can be concluded that this regression model is normally distributed.

By using the Normal Graph test P – Plot of standard regression known data as follows:

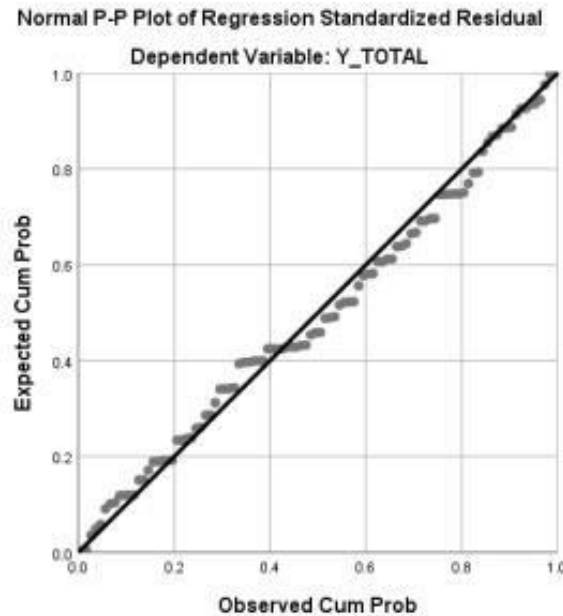


Figure 2. P.Plot Normality Test

Figure 2. P.Plot Normality Test

Based on Figure 2 above, it shows that the graph depicts the spread of data around the diagonal line and the spread follows the direction of the diagonal line of the graph. So it can be concluded that this regression model meets the assumption of normality and is normally distributed.

**Multicollinearity Test**

Based on the results of the Multicollinearity Test with computer aids using the SPSS program, the results are:

Table 4. Multicollinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.231	1.731		.133	.894		
	Citra Merek	.129	.096	.108	1.354	.179	.566	1.767
	Kualitas Produk	.501	.076	.518	6.615	.000	.593	1.685
	Harga	.373	.075	.343	4.938	.000	.754	1.326

a. Dependent Variable: Kepuasan Konsumen

Based on table 4 above, it shows that the tolerance value for each independent variable is more than 0.1 and the VIF value for each independent variable has a value of less than 10. So it can be concluded that there is no multicollinearity in the regression model.

**Heteroscedasticity Test**

Based on the results of the heteroscedasticity test using the scatterplot graphic method with computer aids using the SPSS program, the results are as follows:

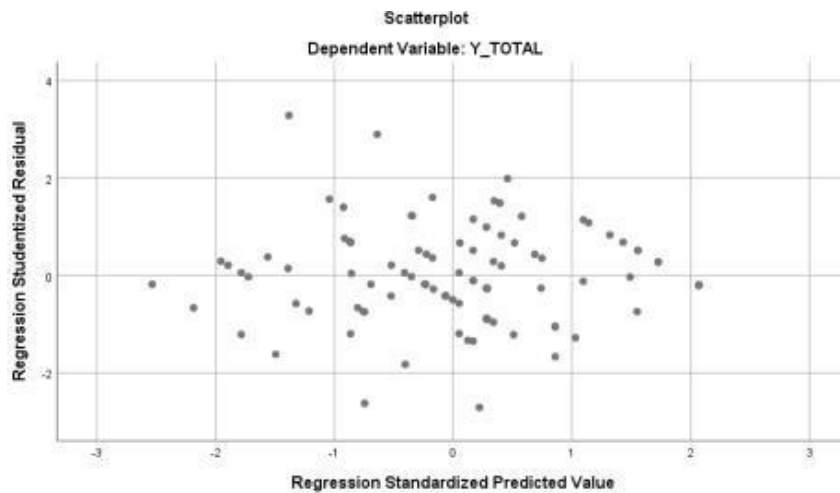


Figure 3. Heretoscedasticity test

It can be seen from Figure 3 that the Scatterplot graph above shows that there is no clear pattern, the dots spread above and below zero on the Y axis. This shows that there is no indication of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression testing through the SPSS program calculating tool, the following results are obtained:

Table 5. Multiple Linear Regression Analysis Test Results

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.231	1.731		.133	.894		
	Citra Merek	.129	.096	.108	1.354	.179	.566	1.767
	Kualitas Produk	.501	.076	.518	6.615	.000	.593	1.685
	Harga	.373	.075	.343	4.938	.000	.754	1.326

a. Dependent Variable: Kepuasan Konsumen

Based on table 4 above, the multiple linear regression analysis equation is obtained as follows: (1) The constant value (a) is 0.231. if the variable value of brand image (X1), product quality (X2) and price (X3) zero, then the value of consumer satisfaction is equal to a constant value of 0.231. (2) Brand image independent variable (X1) has a positive value on consumer satisfaction (Y) with a coefficient value of 0.129. this shows that if the brand image of Implora is good, the level of consumer satisfaction will increase. (3) The independent variable of product quality has a positive value on consumer satisfaction (Y) with a coefficient of 0.501. this shows that if the quality of Implora products is good then the level of consumer satisfaction will increase. (4) The independent variable price has a positive value on consumer satisfaction (Y) with a coefficient value of 0.373. this shows that if the price of Implora products is good then the level of consumer satisfaction will increase.

Partial Test (t)

To test the hypothesis in this study was carried out by comparing the sig-value with sig  $\alpha$  for each variable which can be seen in the following table:

Table 5. Partial Test Results (t)

Coefficients <sup>a</sup>				
	Unstandardized Coefficients	Standardized Coefficients		



Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	.231	1.731		.133	.894
	Citra Merek	.129	.096	.108	1.354	.179
	Kualitas Produk	.501	.076	.518	6.615	.000
	Harga	.373	.075	.343	4.938	.000

a. Dependent Variable: Consumer Satisfaction

In the t table above it is known: (1) The effect of brand image on consumer satisfaction. The brand image variable has a t count of 1.354 with a significant level of 0.179. because the t count is smaller than the t table, namely  $1.354 < 1.984$ , then  $H_0$  is accepted and  $H_1$  is rejected. So it can be concluded that brand image has no effect on consumer satisfaction with Implora products. (2) Effect of Product Quality on Consumer Satisfaction. The product quality variable has a t value of 6.615 with a significant level of 0.000. Because t count is greater than t table, namely  $6.615 > 1.984$ ,  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that product quality affects consumer satisfaction with Implora products. (3) Effect of Price on Consumer Satisfaction. The price variable has a calculated t value of 4.938 with a significant level of 0.000. Because t count is greater than t table, namely  $4.938 > 1.984$ ,  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that price has an effect on consumer satisfaction with Implora products

#### Simultaneous Test (F)

The results of the regression model F test can be seen in the following table:

Table 7. Simultaneous Test Results (F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	470.155	3	156.718	59.739	.000 <sup>b</sup>
	Residual	251.845	96	2.623		
	Total	722.000	99			

a. Dependent Variable: Consumer Satisfaction  
b. Predictors: (Constant), Price, Product Quality, Brand Image

Based on table 7 above, it is known that the calculated F value is 59.739 with a significant level of 0.000. This shows that the calculated F value is greater than the F table value, namely  $59.739 > 2.70$ , so it can be concluded that the variables Brand Image (X1), Product Quality (X2) and Price (X3) simultaneously have a significant effect on Consumer Satisfaction (Y) .

#### Coefficient of Determination (R<sup>2</sup>)

The results of the test for the coefficient of determination (R<sup>2</sup>) can be seen in table 8 as follows:

Table 8. Results of the Coefficient of Determination Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 <sup>a</sup>	.651	.640	1.61969

a. Predictors: (Constant), Price, Product Quality, Brand Image  
b. Dependent Variable: Consumer Satisfaction

Based on table 8 above, it is known that the adjusted R square is 0.640, this means that the influence of Brand Image, Product Quality and Price variables simultaneously on the Consumer Satisfaction variable is 64.0%

while the remaining 36.0% is influenced by other variables that are not explained in this research such as promotion, service and so forth..

## CONCLUSION

Based on research on the Effect of Brand Image, Product Quality and Price on Consumer Satisfaction of Implora products. Based on the hypothesis analysis results and discussion of data through research calculations, it can be concluded as follows: (1) Brand image has no significant effect on Consumer Satisfaction of Implora products. (2) Product quality has a significant effect on Consumer Satisfaction of Implora products. (3) Price has a significant effect on Consumer Satisfaction of Implora products. (4) Simultaneously brand image, product quality and price have a significant effect on Consumer Satisfaction of Implora products

Based on the research results, discussion and conclusions obtained, the authors provide several suggestions to related parties: (1) For Producers of Implora Products. For manufacturers of implora products, it is hoped that they can continue to develop their business and be able to improve their brand image and price to make it even better, so that brand image and price can influence consumer buying interest. In addition, for Implora product manufacturers, they can choose materials in the manufacture of various quality and safe Implora products. (2) For Consumers. For consumers of Implora products, it is hoped that when choosing beauty products they can pay attention to the compositions made, whether they are meant to be safe or not and seek information about the beauty products used. In addition, you can see the brand image and product quality whether it is good or not. (3) For future researchers. This research is expected to be a reference for future researchers who are interested in conducting research on similar topics, it is hoped that they will examine more broadly the use of other variables in order to find the latest research on what can increase satisfaction in purchases.

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