



## **THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, BRAND IMAGE AND PRICE SUITABILITY ON CUSTOMER SATISFACTION**

### **(CASE STUDY ON CONSUMERS OF SCARLETT WHITENING PRODUCTS)**

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#### **Abstract**

This research is categorized into hypothesis testing. The type of this research is quantitative. This research aims to analyze the influence of product quality on customer satisfaction, service quality influences customer satisfaction, brand image influences customer satisfaction, and price appropriateness influences customer satisfaction with Scarlett Whitening products. The samples taken were 100 respondents who were consumers of Scarlett Whitening products who bought the product twice. This research uses the Purposive Sampling method with the technique used in this research using a questionnaire. Based on the results of this research, it was found that product quality does not have a positive and significant effect on customer satisfaction, this is proven by the t-count value of -0.432 and a significant value of  $0.66 > 0.05$ . Service quality has a positive and significant effect on customer satisfaction as evidenced by the t-count value of 4.223 and a significant value of  $0.00 < 0.05$ . Brand image has a positive and significant effect on customer satisfaction as evidenced by the t-value of 5.669 and a significant value of  $0.00 < 0.05$ . Price feasibility does not have a positive and significant effect on customer satisfaction as evidenced by the t-value of -0.361 and a significant value of  $0.71 > 0.05$ .

**Keywords:** Product Quality; Service Quality; Brand Image; Customer Satisfaction.

## **INTRODUCTION**

Beauty treatments are currently highly favored by a portion of society, not only among women but also among men who are now interested in body care. These treatments are not just about looking attractive but also about showing love for our bodies. Scarlett Whitening is a body care brand launched by Indonesian actress Felicya Angelista, which has gained popularity among many women and men. Scarlett Whitening offers various body care packages including body shower, body lotion, and body scrub. Their face care products consist of facial wash, day cream, night cream, herbalism mugwort mask, hydrating gel mask, toner, and facial serum. Face care includes two types: Acne Face Care for acne-prone skin and Brightly Ever After Face Care for brightening facial skin. Additionally, Scarlett also provides hair care products such as shampoo and conditioner, making it appealing to consumers by understanding and fulfilling their needs. Moreover, Scarlett Whitening consistently offers gifts to customers based on specified purchase amounts.

Product quality is a distinguishing characteristic that provides consumer satisfaction. The higher the quality of a product, the greater the satisfaction experienced by consumers, who in turn may recommend the product to others (Kotler and Keller, 2009:144; Susanti & Wardana, 2015). Therefore, product quality is crucial in influencing customer satisfaction.

Service quality encompasses all actions undertaken by a company to meet customer desires. It is a key factor in determining customer satisfaction; whether customers feel

satisfied depends on the service provided by the company. Improving service quality is a primary marketing strategy for meeting customer needs (Sari et al., 2022), indicating that good service quality can influence customer satisfaction.

Brand image consists of beliefs, ideas, and impressions held by a brand. It is a recognizable but intangible part of a brand, such as symbols, specific lettering or colors, or customer perceptions of a product or service represented by the brand (Ferrinadewi, 2008; Karina & Sari, 2021). Brand image shapes consumer thoughts when recalling a brand, thereby influencing customer satisfaction.

Price is a critical component in purchasing decisions, as it can determine whether a consumer chooses to buy or use a product. According to Deliyanti Oentoro (2012) cited in Handayani & Hidayat (2022), price represents the exchange value in terms of money or other goods for the benefits derived from a product or service at a specific time and place. Thus, price is a key factor for companies to focus on in order to enhance customer satisfaction, as it often plays a primary role in consumer decisions.

Customer satisfaction is understood as the emotional response or feeling experienced by customers based on the perceived difference between performance evaluations and expectations (Oliver, 2000; Zulher, 2019). Monitoring and enhancing customer satisfaction can significantly aid in competitive business environments. Companies with high customer satisfaction tend to outperform their competitors. Therefore, to achieve customer satisfaction, it is essential to focus on product quality, service quality, brand image, and price competitiveness.

Based on the background above, the researcher is interested in studying "The Influence of Product Quality, Service Quality, Brand Image, and Price Competitiveness on Customer Satisfaction at Scarlett Whitening Consumers".

## **METHODOLOGY**

### **Research**

The type of research conducted in this study is quantitative. According to (Handayani & Hidayat, 2022), quantitative method is an objective research approach that emphasizes theoretical studies through the measurement of research variables with numerical data and conducting data analysis using statistical testing methods. It is used to examine a specific population and sample, with sampling techniques generally conducted randomly. Data collection utilizes research instruments, and data analysis is quantitative/statistical in nature, aimed at testing predefined hypotheses. The research aims to demonstrate the truth and a problem-solving approach to the variables under investigation (Sugiono, 2016, cited in Handayani & Hidayat, 2022).

### **Population and Sample**

The population selected for this study consists of Scarlett Whitening users residing in Yogyakarta. In this study, the author does not cover the entire population of Yogyakarta. Therefore, sampling is conducted for this research. The sampling technique used is Non-Probability Sampling. According to Rosyidah & Fijra (2021:135), Non-Probability Sampling is a sampling technique that does not provide equal chances or opportunities for every element or member of the population to be selected as a sample. The method used in this research is purposive sampling. Purposive sampling is a technique for selecting data sources based on specific considerations (Rosyidah & Fijra, 2021:136).

### **Data Source**

Questionnaires are used for data collection by distributing written questions to respondents regarding product quality, service quality, brand image, and price

competitiveness in relation to customer satisfaction. Each respondent's answer is then assigned a score using a Likert scale.

### Data Collection Technique

The most crucial activity in research is data collection. Data collection must be handled seriously to obtain results that are appropriate for its purpose, which is collecting the right variables (Rosyidah & Fijra, 2021:96). The data collection technique used in this study involves using a questionnaire (survey).

### Data Analysis Technique

Descriptive Analysis is a method of data analysis that transforms raw data into a form that is easier to understand and interpret. In this study, descriptive analysis is used to analyze the respondents' profiles.

## RESULTS AND DISCUSSION

### Research Results

#### Classical Assumption Test

##### a. Normality Test

**Table 1.** Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	2,03854720
Most Extreme Differences	Absolute	0,068
	Positive	0,035
	Negative	-0,068
Test Statistic		0,068
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>

Source: *Processed primary data, 2023*

Based on the table, it can be concluded that the residual regression model is normally distributed. This is indicated by the significance value or Asymp. Sig. (2-tailed) being greater than 0.05. This can be seen from the asymp. Sig. (2-tailed) value of 0.200, which means  $0.200 > 0.05$ .

##### b. Multicollinearity Test

**Table 2.** Multicollinearity Test Results

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

(Constant)	3,560	4,200		0,847	0,399		
X1	-0,030	0,069	-0,031	-0,432	0,667	0,980	1,021
X2	0,209	0,050	0,352	4,223	0,000	0,704	1,421
X3	0,514	0,091	0,472	5,669	0,000	0,708	1,413
X4	-0,029	0,079	-0,026	-0,361	0,719	0,979	1,022

Source: Processed primary data, 2023

Based on the calculation results of the tolerance values in the table, it shows that the tolerance values of the independent variables, namely Product Quality 0.980, Service Quality 0.704, Brand Image 0.708, and Price Competitiveness 0.979, indicate that all four variables have tolerance values greater than 0.1, meaning there is no correlation among the independent variables. The calculation results of the Variance Inflation Factor (VIF) for the independent variables are as follows: Product Quality with a VIF of 1.021, Service Quality with a VIF of 1.421, Brand Image with a VIF of 1.413, and Price Competitiveness with a VIF of 1.022, indicating that all four variables have VIF values less than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

#### a. Uji Heteroskedastisitas

##### a) Metode Gletsjer

**Table 3.** Hasil Uji Heterokedastisitas

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	-0,620	2,398		-0,259	0,796
X1	0,012	0,039	0,032	0,312	0,756
X2	0,033	0,028	0,140	1,154	0,251
X3	-0,002	0,052	-0,006	-0,047	0,963
X4	0,021	0,045	0,048	0,470	0,639

Source: Processed primary data, 2023

Based on the table, the testing of heteroscedasticity can be observed from the significance values of each variable: Product Quality with a significance value of 0.756, Service Quality with a significance value of 0.251, Brand Image with a significance value of

0.963, and Price Competitiveness with a significance value of 0.639. This indicates that the variables Product Quality, Service Quality, Brand Image, and Price Competitiveness all have significance values greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity observed in these four variables.

#### b) Scatterplot test

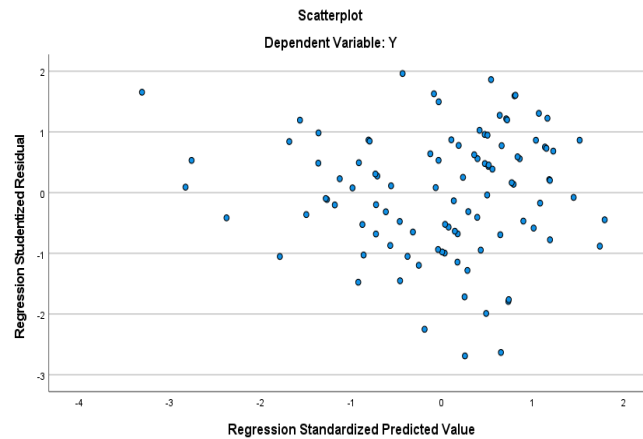


Figure 1. Scatterplot

Source: Processed primary data, 2023

Based on the figure, the scatterplot graph shows that the points are randomly dispersed and scattered above or below the number 0 on the Y-axis. From this, it can be concluded that there is no heteroscedasticity observed in the regression model.

#### Pengujian Hipotesis

##### 1. Uji T

Table 4. Regression

<i>Coefficients<sup>a</sup></i>						
	<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	3.560	4.200		.847	.399
	X1	-.030	.069	-.031	-.432	.667
	X2	.209	.050	.352	4.223	.000
	X3	.514	.091	.472	5.669	.000
	X4	-.029	.079	-.026	-.361	.719

Dependent Variable: Y Customer Satisfaction

Source: Processed primary data, 2023.

##### a. Impact of Product Quality on Customer Satisfaction

Hypothesis 1 states that there is no impact of Product Quality on Customer Satisfaction. In Table 4.20, the t-value for the Product Quality variable is -0.432, while the critical t-value at a significance level of 5% (0.05) with degrees of freedom (df) = 96 (100-4) is 1.984. This means that t-value < critical t-value (-0.432 < 1.984). Meanwhile, the significance value is 0.153, which is greater than 0.05 (0.153 > 0.05). Therefore, it can be concluded that this proves  $H_a$  is rejected and  $H_o$  is accepted, meaning that there is no impact of Product Quality on Customer Satisfaction.

#### b. Impact of Service Quality on Customer Satisfaction

Hypothesis 2 states that Service Quality has a positive and significant impact on Customer Satisfaction. In Table 4.20, the t-value for the Service Quality variable is 4.223, while the critical t-value at a significance level of 5% (0.05) with  $df = 96$  (100-4) is 1.984. This indicates that  $t\text{-value} > \text{critical } t\text{-value}$  ( $4.223 > 1.984$ ). Meanwhile, the significance value is 0.00, which is less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that this proves  $H_a$  is accepted and  $H_o$  is rejected, meaning that there is a positive and significant impact of Service Quality on Customer Satisfaction.

#### c. Impact of Brand Image on Customer Satisfaction

Hypothesis 3 states that there is an impact of Brand Image on Customer Satisfaction. In Table 4.20, the t-value for the Brand Image variable is 5.669, while the critical t-value at a significance level of 5% (0.05) with  $df = 96$  (100-4) is 1.984. This indicates that  $t\text{-value} > \text{critical } t\text{-value}$  ( $5.669 > 1.984$ ). Meanwhile, the significance value is 0.00, which is less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that this proves  $H_a$  is accepted and  $H_o$  is rejected, meaning that there is a positive and significant impact of Brand Image on Customer Satisfaction.

#### d. Impact of Price Competitiveness on Customer Satisfaction

Hypothesis 4 states that there is no impact of Price Competitiveness on Customer Satisfaction. In Table 4.20, the t-value for the Price Competitiveness variable is -0.361, while the critical t-value at a significance level of 5% (0.05) with  $df = 96$  (100-4) is 1.984. This means that  $t\text{-value} < \text{critical } t\text{-value}$  ( $-0.361 < 1.984$ ). Meanwhile, the significance value is 0.719, which is greater than 0.05 ( $0.719 > 0.05$ ). Therefore, it can be concluded that this proves  $H_a$  is rejected and  $H_o$  is accepted, meaning that there is no impact of Price Competitiveness on Customer Satisfaction.

## DISCUSSION

After evaluating the model as a whole and testing the hypothesized causal relationships, the next step is to discuss the research findings. The following is a discussion for each hypothesis in this study:

The research results regarding the influence of product quality on customer satisfaction proved that there is no positive impact. This occurs because while the majority of consumers agree with this statement, there are some consumers who disagree or are unsure about it. Consumer confidence is crucial; it's about how a company convinces that their products offer significant benefits. However, when consumers are convinced and use the product but do not experience the benefits as stated, this ultimately leads to dissatisfaction. This study's findings support research conducted by Rusyani (2022), which demonstrated that product quality does not have a positive impact on customer satisfaction.

The influence of service quality on customer satisfaction has been proven to have a positive and significant impact. This is likely because consumers feel confident that Scarlett Whitening uses modern communication tools that foster closeness between Scarlett Whitening and its customers. As a result, customers are more likely to provide feedback and suggestions, making it easier for Scarlett Whitening to serve its customers. This finding aligns with research by Zulher (2019), which showed that service quality has a positive and significant impact on customer satisfaction.

The influence of brand image on customer satisfaction has been proven to have a positive and significant impact. This is because Scarlett Whitening is used by consumers with various skin types and does not cause irritation or allergies, enhancing Scarlett Whitening's brand image and thereby creating customer satisfaction. This study supports research by



Wijaya & Erdiansyah (2022), which demonstrated that brand image significantly influences customer satisfaction.

The influence of price competitiveness on customer satisfaction has been proven to have no positive impact. This is because, according to consumers, compared to similar products, Scarlett Whitening has not been competitive in terms of price. This finding is consistent with research by Bilgies (2016), which showed that price does not affect customer satisfaction significantly. Fundamentally, many consumers are more interested in products offered at affordable prices.

## CONCLUSION

Based on the results of data analysis and discussion, the following conclusions can be drawn:

a. There is no positive and significant impact of Product Quality on Customer Satisfaction among Scarlett Whitening product consumers in Yogyakarta. Product quality is a crucial factor in a company's success. Scarlett Whitening is perceived to not meet the standards of product quality in the eyes of consumers. This is evident from the lowest mean in the characteristics of product quality, indicating that the benefits consumers receive after using Scarlett Whitening products do not align with the statements provided by Scarlett Whitening. Additionally, consumers find the application of the product uncomfortable on their skin.

b. There is a positive and significant impact of Service Quality on Customer Satisfaction among Scarlett Whitening product consumers in Yogyakarta. This is because Scarlett Whitening is able to exceed consumer expectations in service delivery and pays close attention to consumer preferences. As a result, consumers feel well-treated, leading to satisfaction with the service provided and overall customer satisfaction.

c. There is a positive and significant impact of Brand Image on Customer Satisfaction among Scarlett Whitening product consumers in Yogyakarta. This can be seen from the high mean values of indicators in the characteristics of the Brand Image variable. Scarlett Whitening creates a positive impression among its customers, and the better the brand image perceived by consumers, the higher the satisfaction level. Therefore, Scarlett Whitening should continue to maintain a positive brand image to ensure customer satisfaction.

d. There is no positive and significant impact of Price Competitiveness on Customer Satisfaction among Scarlett Whitening product consumers in Yogyakarta. This is because compared to other products, Scarlett Whitening sets prices that are considered relatively high by some consumers. This is evident from the lower mean percentages in the characteristics of the Price Competitiveness variable, where consumers do not agree with statements such as "I think the price offered by Scarlett Whitening is affordable" and "I think Scarlett Whitening's price is more affordable than other products." Therefore, Scarlett Whitening should reconsider its pricing strategy as it is perceived to not competitively price its products compared to other companies.

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