

## INFLUENCE OF PRODUCT QUALITY, PROMOTIONAL PRICES AND BRAND IMAGE ON CUSTOMER SATISFACTION IN BRAND FURIOUS BALI

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### ABSTRACT

*The current development of the global economy demands that business people, especially young people, begin to follow the development of the fashion world . Competition in the convection industry is getting tougher, business people are starting to innovate to create designs that consumer want. To face increasing business competition, it is necessary to develop products so that they are not less competitive with new entrepreneurs. Not only developing products, but also maintaining product quality. So the purpose of this study was to determine the effect of product quality, price, promotion and brand image on consumer satisfaction at the Furious Bali brand company in Indonesia Denpasar. The results showed that: product quality, price, promotion and brand image partially positive and significant effect on consumer satisfaction at the Furious Bali brand company in Denpasar.*

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

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### Introduction

Changes in business behavior are part of the influence of market behavior that is trending abroad which then entered Indonesia since the 1990s, marked by the opening of a retail company originating from Japan, in line with that it contains many critical reactions, because this super market is in great demand by people, which has implications for market competition, especially for medium-sized businesses such as shops for similar goods that are almost out of business, and some even consider it to have a negative impact on the economy in Indonesia (Atmadja et al., 2021; Saputra et al., 2021). 19/1998 which abolished the prohibition on foreign investors to enter the retail business in Indonesia. Increasingly fierce competition, where more and more producers are involved in fulfilling consumer needs and desires, causing every company to place an orientation on customer satisfaction as the main goal (Atmadja & Saputra, 2018; Sara et al., 2021). This is reflected in the increasing number of companies that include their commitment to customer satisfaction (Merli et al., 2019). It is increasingly believed that the main key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices (Romano et al., 2014). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time (Saputra et al., 2020).

The current development of the global economy demands that business people, especially young people, begin to follow the development of the fashion world . Competition in the convection industry is getting tougher. For facing increasing competition, the need for product development in order not to lose competitiveness with new entrepreneurs . Not only developing products, but also maintaining product quality (McClean & William, 2015). Consumers will feel more satisfied if their evaluation results show that the products they use are of high quality. In addition, in achieving customer satisfaction is the price (Dikgang et al., 2012; Jay & Dwi, 2000; Tang, 2018). To face business competition, companies must be careful in setting prices on a product. Especially in Bali, the development of fashion has begun to be of interest to young people and has become a necessity for their stay. One Company Furious Bali as one of the fashion among product providers millennial present since 2006 with the spirit of fulfilling the needs of the fashion variety among teenagers (Ghani et al., 2014). The early establishment of the Furious Bali Brand was in demand because of its good quality and elegant design and a large selection of models from T-shirt, windbreaker jackets, long pants, short pants and others at affordable prices for teenagers (Al & Anil, 2016; Bohdanowicz & Martinac, 2007). Along with the development of the fashion world, especially in the city of Denpasar, the Furious Bali Brand did not experience significant growth. This is due to the growing competition with new local brands and brands from outside that offer lower prices with the same quality (Ajzen, 2015; Pasande & Suhendra, 2017). Based on this phenomenon, the purpose of this study was to determine the effect of product quality, price, promotion and brand image on consumer satisfaction at the Furious Bali brand company in Denpasar (Ajzen, 2015; Saputra et al., 2020).

### Literature Review

#### Product quality and Price

According to Chenhall and Langfield-Smith (1998) a product is anything that can be offered to the market for attention, ownership, use, or consumption that can satisfy the wants or needs of the user. broader includes physical objects, services, activities, people, places, organizations, ideas, or a mixture of these. *Kasa* (Balinese cloth ) is a form of product consisting of activities, benefits, or satisfactions that are essentially intangible and do not result in the transfer of thought (Atmadja et al., 2016; Naiyananont & Smuthranond, 2017). Dikgang et al. (2012) states that price is the amount of money (plus some goods if possible) needed to get a number of combinations of goods and services. Meanwhile, according to Chenhall & Langfield-Smith (1998) price is the sum of all the values provided by customers to benefit from owning or using a product or service. Throughout its history, price has been an important factor affecting consumers (He et al., 2015; Nielsen et al., 2019).

Promotion and Brand image

Promotion is persuasive communication, invites, urges, persuades, convinces. The characteristics of persuasive communication (communication) are: there are communicators who plan to organize the news and the way it is delivered to get certain consequences in the attitudes and behavior of the recipient (Adams et al., 2018; Adhikari et al., 2013; Röttger et al., 2017). Bohdanowicz and Martinac (2007) define image as the sum of the images, impressions, and beliefs that a person has of an object. Image of a brand relates to attitudes in the form of beliefs and preferences towards a brand (Pasande & Suhendra, 2017). Ajzen (2015) suggests, brand image is a set of brand associations formed in the minds of consumers.

Consumer satisfaction

Bayih and Singh (2020) state that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or outcome). If performance differs below expectations, the consumer is dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy (Gao & Mattila, 2014; Wang et al., 2018).

Method

This study uses primary data obtained by giving questionnaires to users/customers of the Furious Bali brand . The population is consumers who have purchased Furious Bali brand products with an infinite number of populations, and the determination of the sample uses the purposive sampling method, which is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population. to be selected as a sample. The data analysis method used in this study is multiple linear regression. In a study, the possibility of problems in regression analysis occurs quite often (Sara, Jayawarsa, et al., 2021). To obtain the validity of the regression results, a classical assumption violation test is first carried out.

The hypotheses in this study are: (1) Product quality has a positive and significant effect on consumer satisfaction with the Furious Bali brand ; (2) Price has a positive and significant effect on consumer satisfaction on the Furious Bali brand ; (3 ) Promotion has a positive and significant effect on consumer satisfaction with the Furious Bali brand; (4) Brand image has a positive and significant effect on consumer satisfaction with the Furious Bali brand ; (5) Product quality, price, promotion and brand image have a positive and significant effect on consumer satisfaction at Brand Furious Bali

Results and Discussion

Multiple linear regression analysis model is used to obtain a regression coefficient that will determine whether the hypothesis made will be accepted or rejected. The results of this analysis refer to the results of the influence of product quality, price, promotion and brand image on consumer satisfaction at Brand Furious Bali. The results of the regression analysis with the SPSS for Windows program can be seen in the following table .

Multiple Linear Regression Analysis Results

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.882	.912		2.063	.041
	X1	.570	.077	.578	7.405	.000
	X2	.155	.078	.148	2.002	.048
	X3	.102	.063	.125	1.682	.011
	X4	.557	.082	.534	6.823	.000

a. Dependent Variable: Y

Based on the table , the multiple linear regression equation can be written as follows.

$$Y = 1.882 + 0.570 X_1 + 0.155 X_2 + 0.102 X_3 + 0.557 X_4$$

Where :

Y = customer satisfaction

X 1 = Product quality

X 2 = Price

X 3 = Promotion

X 4 = Brand Image

The multiple linear regression equation shows the direction of each independent variable to the dependent variable. Regression coefficient 1 of 0.570 indicates that increasing product quality will increase consumer satisfaction at Brand Furious Bali. The regression coefficient 2 of 0.155 indicates that the price has a positive and significant effect on consumer satisfaction. The effect of price on consumer satisfaction shows a positive direction, meaning that the price determines consumer satisfaction. In this case the price has a positive effect on consumer satisfaction. The more affordable and according to consumer expectations, customer satisfaction will increase. Price is one of the vital elements in an effort to satisfy consumers (Merli et al., 2019; Wang et al., 2018). More good level setting prices in the company then it will increase consumer satisfaction on Brand Furious Bali (Istianingsih et al., 2020; Romano et al., 2014). The price factor is the only element in the various elements of the retail marketing mix that will bring profits to the company (Firer & Mitchell Williams, 2003; Izzalqurny et al., 2019). In a climate of intense competition like today, companies must pay attention to the price factor, because the size of the price set will greatly affect the company's ability to compete and also be able to influence consumers to buy their products (Dewenter & Warther, 1998; Dikgang et al., 2012).

Regression coefficient  $\beta_3$  of 0.102 indicates that with increased promotion, it will increase consumer satisfaction at Brand Furious Bali. Promotion is a way of introducing a product to customers. Promotion to educate users or consumers so that they are more effective and understand in utilizing the products offered. Promotion to change the company's image in the eyes of the public because of new products or activities (Addink, 2018; Adhikari et al., 2013). With the promotion can inform about the products offered with the aim of providing customer satisfaction (Gul et al., 2018; Isaac et al., 2019). Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality (Horomnea & Paşcu, 2012). To increase marketing activities in terms of marketing the goods or services of a company, it is not enough to only develop a housing unit model, use distribution channels and fixed price channels, but also be supported by promotional activities. Promotion is a marketing effort that provides various short-term intensive efforts to encourage the desire to try or buy a product or service. The better the promotion, the better the customer satisfaction (Gao & Mattila, 2014).

Regression coefficient 4 of 0.557 indicates that with increasing brand image in a better direction, it will increase consumer satisfaction at Brand Furious Bali. Products are said to be different because of the existence of a brand. A brand also makes a promise with the aim of providing a product or service benefit to the buyer. A good brand will provide quality assurance. A marker of a product, goods or service that is used by someone to signify the product being sold. A marker made by someone using a symbol as a marker for the product being made (Adib-Hajbaghery & Kamrava, 2019; Mdee & Thorley, 2016). The brand signifies the existence of a relationship between the seller and the buyer. A quality brand indicates the quality of the goods sold is good. Brand have levels, namely: Attributes, has a value of benefits, values, culture, personality, User. Image is an idea that a person has to determine an object. A product has a good brand image can be seen from the image-forming factors. Companies must know how to create a good brand image (Adams et al., 2018; Venkatesh & Davis, 2000). Customer satisfaction adjusts to the attitudes of consumers, the usefulness of the product for consumers (Putra & Nurdin, 2013). Useful products will lead to satisfaction for consumers. In maintaining products and consumers, companies must know whether the products offered cause satisfaction to consumers or not, for that an evaluation of customer satisfaction is needed (Saputra, 2012).

Customer satisfaction is a level where consumers feel happy or disappointed with a product. Consumers will say they are satisfied with an item if they have a good perception of a product. This means that satisfaction will occur if consumers perceive that the product has three indicators of a good brand image, consisting of the image of the maker, the image of the product, and the image of the user. Yu (2009) satisfied with the product purchased in accordance with what it wants and expectations of consumers. If the brand has provided satisfaction, then consumers usually do positive word of mouth to people related to the existing brand on the product they have purchased (Arshad et al., 2015; Hutasoit & Wau, 2017). Many companies deliberately give satisfaction to the brand, in order to increase profits or profits for the company (Liu & Zhang, 2017; Ross, 1973). Therefore, the formation of a brand on a product is very necessary, because it is an attitude or behavior decision on consumers. So a positive brand image will lead to customer satisfaction (Al & Anil, 2016; Pasande & Suhendra, 2017).

The choice of a brand is based on the attitude of the consumer. If a certain brand has a good image perception, then there will be trust from consumers to buy repeatedly. This attitude will also affect consumer loyalty to certain products. According to Bontis et al. (2000) which states that: If consumers think that certain brands are able to compete with similar products with better quality, it will increase the trust of consumers to continue using similar products. So if the brand has characteristics and is different from other brands, then the brand image will stick in the minds of consumers' hearts and form loyalty in the selection and use of the brand (Kaplan & Norton, 2001; Molodchik et al., 2014).

## Conclusion

Based on the results of data analysis and discussion of the effect of product quality, price, promotion and brand image on consumer satisfaction at Brand Furious Bali, the conclusions obtained are as follows: Product quality has a positive and significant effect on consumer satisfaction at Brand Furious Bali. Price has a positive and significant effect on consumer satisfaction at Brand Furious Bali. Promotion has a positive and significant impact on consumer satisfaction at Brand Furious Bali. Brand image has a positive and significant effect on consumer satisfaction at Brand Furious Bali. Product quality, price, promotion and brand image have a positive and significant effect on consumer satisfaction at Brand Furious Bali. Competition in the business world is getting tougher and higher, many companies are starting to compete by giving satisfaction to customers. It is intended that these customers have a high enough loyalty to the products or services offered by the company. If there is a positive relationship between customer satisfaction and customer loyalty in a company, then the presence of high enough customer satisfaction for a product or service will greatly affect the creation of customer loyalty. So customer loyalty is a function of customer satisfaction.

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