

THE INFLUENCE OF PRICE, PROMOTION, AND PRODUCT QUALITY ON CONSUMER SATISFACTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

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Abstract

Consumer satisfaction is a key factor that determines the success of a product in the market. The Originote is one of the leading skincare products in Medan City. Compared to Hanasui and Implora, The Originote is priced slightly higher as it targets upper-middle-class consumers, while still remaining competitive. In terms of promotion, The Originote builds an exclusive and premium brand image, in contrast to Hanasui, which emphasizes safety and user testimonials, and Implora, which is more active on social media through influencer marketing. The Originote's product quality is reflected in its elegant packaging and the use of natural ingredients combined with advanced technology, giving it a more premium feel compared to Hanasui, which has a simpler presentation, and Implora, which tends to follow market trends. The brand image of The Originote is shaped by a combination of price, quality, and promotional efforts targeting a more premium and appearance-conscious market segment. This study aims to analyze the influence of price, promotion, and product quality on consumer satisfaction, with brand image as an intervening variable among users of The Originote products in Medan City. This research employs a quantitative approach using path analysis with the Partial Least Squares–Structural Equation Model (PLS-SEM) technique involving 100 respondents. The results show that price and promotion have a positive and significant effect on both consumer satisfaction and the brand image of The Originote in Medan. Meanwhile, product quality, although positively related, does not have a significant effect on either consumer satisfaction or brand image. Brand image also shows a positive but insignificant influence on consumer satisfaction. Furthermore, the indirect effects of price, promotion, and product quality on consumer satisfaction through brand image are also positive but not statistically significant

Keywords : *Price, Promotion, Product Quality, Satisfaction, Brand Image.*

Introduction

Consumer satisfaction is a key factor determining a product's success in the market. In this regard, price, promotion, and product quality are key elements that significantly influence purchasing decisions and consumer satisfaction levels (G. et al., 2022). Therefore, companies must be able to meet consumer expectations, as consumers are a crucial aspect of a company (Arda & Pratiwi, 2022). The Originote is a top-selling skincare product in Medan. With its broad market reach, this product faces competition from various other brands offering their own unique advantages. Two well-known brands in the Medan skincare market are Hanasui and Implora. These two skincare brands have their own unique appeal and advantages, which are summarized in the following table and image:

Table 1.1
Comparison Table of The Originate, Hanasui, and Implora Products

Aspect	The Originate	Hanasui	Implora
Price	Competitive, targeting middle to upper class consumers, Rp. 30,000	Affordable, suitable for consumers from various circles, Rp. 28,000	Competitive, more attractive to young consumers, Rp. 25,000
Promotion	Emphasizing an exclusive and premium brand image	Focused on security and accompanied by user testimonials	Active promotion on social media with influencer collaboration
Packaging	Elegant, premium, minimalist, made of sturdy materials	Simple, functional, lightweight	Trendy, bold colors, attractive to teenagers
Content	Using natural ingredients with the latest technology	Focusing on safe and effective ingredients at affordable prices	Simpler content, focus on market demand trends
Legality	Registered with BPOM	Registered with BPOM	Registered with BPOM

Source: (Researcher, 2024)

Compared to Hanasui and Implora, The Originate products have slightly higher prices because they target middle to upper-class consumers, but remain competitive. In terms of promotion, The Originate builds an exclusive and premium brand image, in contrast to Hanasui which emphasizes safety and user testimonials, and Implora which is more active on social media with an influencer approach. The quality of The Originate products is demonstrated through elegant packaging and natural ingredients with the latest technology, giving a premium impression compared to the simpler Hanasui and Implora which follows market trends. The Originate brand image as a whole is formed from a combination of price, quality, and promotion that targets a more premium and appearance-oriented market segment. Previous research has shown that price perception can influence brand image and consumer trust in a product (Napitupulu, 2023). Competitive prices commensurate with the quality offered can increase consumer satisfaction and strengthen brand image. Conversely, prices that are too high or do not align with quality can decrease satisfaction and lead consumers to switch to other products.

Promotion plays a crucial role in attracting consumers' attention and influencing their purchasing decisions. With the right promotion, companies can increase consumer awareness of their products. Various forms of promotion, such as discounts, loyalty programs, and bundled offers, can encourage consumers to try a product. However, several studies have shown that promotions do not always have a significant impact on consumer satisfaction if they are not supported by adequate product quality (Anggraini et al., 2023). Therefore, companies need to design promotional strategies that align with consumer needs and preferences. Product quality is a key factor in determining customer satisfaction. Good quality products that meet or even exceed customer expectations will provide a positive experience, increase satisfaction, and strengthen customer loyalty (Barutu et al., 2022). Product quality is determined not only by technical performance but also by durability, functionality, and design. Therefore, companies must ensure the high quality of the products they offer to ensure continued customer satisfaction (Vincent et al., 2022).

Brand image plays a crucial role in shaping consumer trust and satisfaction. A positive brand image can encourage consumers to choose and purchase products from brands they trust. Conversely, a negative brand image can damage a product's reputation and decrease consumer satisfaction, even if the product is of good quality (Ochaviani & Sibarani, 2021). Brand image is formed from consumer experiences, their interactions with the product, and company communications, including promotional campaigns (Singh et al., 2020). Price, promotion, and product quality are interrelated and contribute to consumer satisfaction. Furthermore, brand image serves as a moderating variable linking price, promotion, and product quality to consumer satisfaction. A brand with a positive image is more easily accepted by consumers and leads to higher levels of satisfaction (Sihombing & Mardhiyah, 2023). Based on this background, this study aims to analyze the influence of price, promotion, and product quality on consumer satisfaction with brand image

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as an intervening variable. Therefore, the author is interested in conducting further research with the title "Analysis of the Influence of Price, Promotion, and Product Quality on Consumer Satisfaction with Brand Image as an Intervening Variable on Users of The Originote Products in Medan City".

Literature Review

Consumer satisfaction can be described as a feeling of satisfaction or disappointment arising from a comparison between the actual performance of a product or service with their initial expectations (Farida & Ismunandar, 2023). According to Indrasari in (Saputra & Apriliani, 2019), there are several indicators to measure customer satisfaction, namely: a) Conformity to expectations: Customer satisfaction is not measured directly, but through an evaluation of the conformity between customer expectations and the company's actual performance, b) Intention to return: Customer satisfaction is assessed by asking whether they are interested in returning to buy or use the company's services in the future, c) Willingness to recommend: Customer satisfaction can also be measured through their desire to recommend a product or service to others, such as family, friends, or acquaintances. Brand image is a consumer perception formed based on their experience with the brand. This image can be consistent with or different from the company's desired identity, depending on how consumers perceive and evaluate the brand (Wei, 2024). Brand image indicators according to Davidson in (Larika & Ekowati, 2020) consist of: a) Reputation, a fairly high level or status of a particular product brand, b) Recognition, namely the level of familiarity of a brand by consumers.

If a brand is not well known, products with that brand must be sold at a low price, c) Affinity, the emotional connection that occurs between the brand and customers. It is an emotional relationship that arises between a brand and its consumers. A product with a brand that is liked by consumers will be easier to sell and a product that is perceived to have high quality will have a good reputation. This affinity is paralleled by positive associations that make consumers like a product, d) Brand Loyalty, how loyal consumers are to using products with a particular brand. Pricing is the process of converting the value of a good or service into money, which is a core element in market mechanisms. This study highlights the need for a more in-depth study of pricing as a meaningful social activity (Sparke, 2012). According to Tjiptono in (Muharam & Soliha, 2017), there are several price indicators that influence consumer perceptions of a product's price, including: a) Price-quality fit: Consumers tend to associate price with the level of product quality. They often assume that products with higher prices have better quality, b) Price-benefit fit: Price is considered a representation of the product's value. This value is measured based on the comparison between the benefits obtained by consumers and the costs incurred to obtain the product, c) Competitive pricing: Prices can be adjusted to market dynamics due to their flexible nature. As an easily changed element, prices can be quickly adapted to maintain competitiveness in a constantly changing market.

Promotion is a crucial element in marketing, serving not only as a means of communication between companies and consumers but also as a means of influencing purchasing behavior (Halim et al., 2021). Although promotion does not directly add to a product's intrinsic value, it remains crucial because it can enhance consumer perceptions of the product. However, promotion can also increase costs charged to consumers (Arda & Maulana Banurea, 2022). According to Kotler and Armstrong in (Larika & Ekowati, 2020), there are five promotion indicators, namely: a) Advertising: All forms of non-personal communication and promotion delivered by sponsors through certain media to promote ideas, products, or services, b) Sales Promotion: Short-term incentives designed to encourage the purchase or sale of certain products and services, c) Personal Selling: Direct interaction between salespeople and consumers with the aim of selling products and building long-term relationships, d) Public Relations: A strategy to build positive relationships with various parties related to the company in order to obtain favorable publicity, form a good corporate image, and handle negative issues or rumors, e) Direct Marketing: A direct approach to targeted consumers to get a quick response and build ongoing relationships.

Product quality can be defined as the level of suitability of a good or service to meet consumer needs. This includes the product's ability to provide satisfaction as well as opportunities for improvement to address deficiencies in product innovation (Arianty, 2015). According to Kotler in (Jackson R.S. Weenas, 2013), product quality indicators include the following aspects: a) durability: Refers to the product's lifespan or how long it can be used before requiring replacement. The more frequently a product is used and maintained, the better its durability, b) conformance to specifications: Measures the extent to which a product meets consumer specifications and is free from defects, c) reliability: The probability that a product will function properly over a certain period of time. Products that rarely

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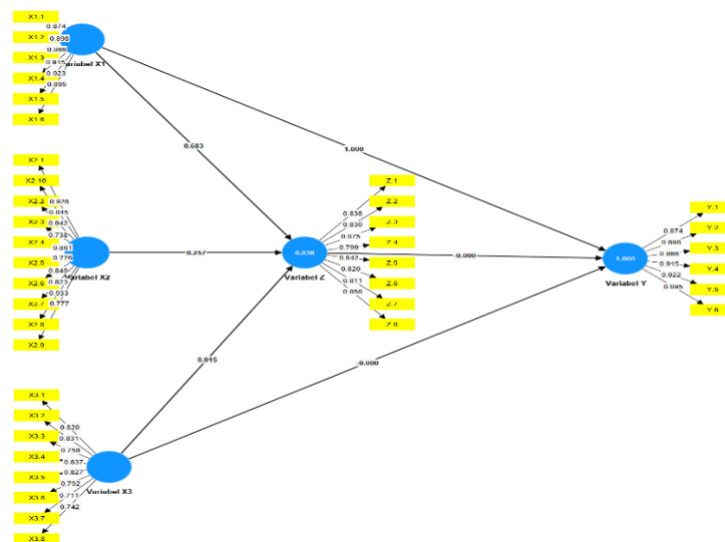
experience damage are considered more reliable, d) serviceability: Includes the ease and speed of product repair, as well as the competence and friendliness of service staff.

Methodology

This research is a survey study, as it samples a single population. It employs an explanatory research approach, aiming to explain the causal relationship between the research variables and the test hypotheses. The population in this study was all users of The Originote skincare in Medan. A quota sampling of 100 students was used for sample determination. The data analysis technique used statistical analysis, namely the partial least squares structural equation model (PLSSEM), which aims to conduct path analysis with latent variables. This analysis is often referred to as the second generation of multivariate analysis (Ghozali, 2016).

Research Result

Based on the results of the descriptive analysis, it is known that the majority of respondents in this study were dominated by female respondents, which can be caused by several factors such as the tendency of women to be more active in caring for their skin and looking for care products that suit their needs. In addition, The Originote as a skincare product is likely to attract more interest from women because they tend to pay more attention to the content, benefits, and effectiveness of skincare products than men. Therefore, the dominance of female respondents reflects the main target market of The Originote products in Medan City. The majority of respondents came from the student category. This indicates that The Originote products are more widely used by students, who are likely to have a high interest in skincare at an affordable price. There are two group stages for analyzing SEM-PLS, namely the analysis of the measurement model (outer model), namely construct reliability and validity, and discriminant validity. Next, the analysis of the structural model (inner model), namely the coefficient of determination (R-square); F-square; hypothesis testing, namely direct effect, indirect effect, and total effect (Juliandi, 2018). The following is a picture of the PLS model (Partial Least Square). The analysis technique used is as follows:



Source : SmartPLS (2024)

Figure 1 Model Structure

Validity testing is conducted to determine the ability of a research instrument to measure what it is supposed to measure (Abdillah & Jogiyanto, 2015). An indicator is considered valid if its outer loading value for the variable dimension has a loading value > 0.6 , thus concluding that the measurement meets the validity criteria.

Table 1. Outer Loading Results

	Variable X1	Variable X2	Variable X3	Variable Y	Variable Z

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X1.1	0.874				
X1.2	0.898				
X1.3	0.866				
X1.4	0.915				
X1.5	0.923				
X1.6	0.895				
X2.1		0.928			
X2.10		0.845			
X2.2		0.942			
X2.3		0.738			
X2.4		0.861			
X2.5		0.776			
X2.6		0.849			
X2.7		0.823			
X2.8		0.933			
X2.9		0.777			
X3.1			0.820		
X3.2			0.831		
X3.3			0.758		
X3.4			0.837		
X3.5			0.827		
X3.6			0.792		
X3.7			0.711		
X3.8			0.742		
Y.1				0.874	
Y.2				0.898	
Y.3				0.866	
Y.4				0.915	
Y.5				0.922	
Y.6				0.895	
Z.1					0.838
Z.2					0.830
Z.3					0.875
Z.4					0.799
Z.5					0.842
Z.6					0.820
Z.7					0.811
Z.8					0.858

Source : SmartPLS, 2024.

Based on the results of the calculations and testing of the validity of the outer loading above, the results obtained were that from testing the research items carried out on 100 respondents, the results showed that all question items met the validity standards with a value above 0.6 for each question item in the research. Construct reliability can be determined

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by the Cronbach's alpha and composite reliability values. To be considered reliable, both the Cronbach's alpha and composite reliability values must be greater than 0.6. The following are the results of the Cronbach's alpha test.

Table 2. Cronbach Alpha Results

Variable	Cronbach's alpha
Price (X1)	0.944
Promotion (X2)	0.947
Quality of Product (X3)	0.895
Customer Satisfaction (Y)	0.896
Brand Image (Z)	0.893

Source : SmartPLS, 2024.

The table above shows that the reliability constructs in Cronbach's Alpha have met the criteria, with values above 0.6. Based on this, it can be concluded that all constructs have good reliability, and all variables meet the reliability test assumptions. The following are the results of the composite reliability test.

Table 3. Composite Reliability Results

Variable	Composite Realibility
Price (X1)	0.964
Promotion (X2)	0.956
Quality of Product (X3)	0.920
Customer Satisfaction (Y)	0.951
Brand Image (Z)	0.926

Source : SmartPLS, 2024.

The table above shows that the reliability constructs in Composite Reliability have met the criteria with a value above 0.6. Based on this, it can be concluded that all constructs have good reliability and all variables meet the reliability testing assumptions. The Average Variance Extracted value has met the criteria of more than 0.5. Based on this, it can be concluded that the research variables meet the criteria for discriminant validity testing and all variables have met the assumptions of discriminant validity testing.

Table 4. R Square Test Results

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Customer Satisfaction (Y)	0.739	0.728
Brand Image (Z)	0.679	0.669

Source : SmartPLS, 2024.

Based on the table above regarding the results of the R-Square Adjust value test, the results show that the path model using the intervening variable is 0.728 and 0.669. In other words, the ability of the independent variable to explain the intervening variable is 66.9%, thus the model is classified as moderately substantial, and the ability of the independent variable to explain the dependent variable is 72.8%, thus the model is classified as substantial (moderate).

Table 5. Results of the Direct Effect Test

	Original Sample (0)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (0/STEDV)	P- Value
(X1) - > (Y)	0.438	0.391	0.202	2.169	0.015
(X1) - > (Z)	0.446	0.454	0.170	2.616	0.004
(X2) - > (Y)	0.279	0.291	0.138	2.015	0.022

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(X2) - > (Z)	0.266	0.275	0.131	2.025	0.021
(X3) - > (Y)	0.154	0.161	0.131	1.173	0.120
(X3) - > (Z)	0.185	0.168	0.156	1.185	0.118
(Z) - > (Y)	0.070	0.098	0.147	0.477	0.317

Source : SmartPLS, 2024.

The conclusions from the direct effect values in the table above are as follows:

1. The price variable (X1) on consumer satisfaction (Y) has a path coefficient of 0.438 and a P-value of 0.015 (<0.05), indicating a significant effect.
2. The price variable (X1) on brand image (Z) has a path coefficient of 0.446 and a P-value of 0.004 (<0.05), indicating a significant effect.
3. The promotion variable (X2) on consumer satisfaction (Y) has a path coefficient of 0.279 and a P-value of 0.022 (<0.05), indicating a significant effect.
4. The promotion variable (X2) on brand image (Z) has a path coefficient of 0.266 and a P-value of 0.021 (<0.05), indicating a significant effect.
5. The product quality variable (X3) on consumer satisfaction (Y) has a path coefficient of 0.154 and a P-Value of 0.120 (<0.05), indicating an insignificant effect.
6. The product quality variable (X3) on brand image (Z) has a path coefficient of -0.185 and a P-Value of 0.118 (<0.05), indicating an insignificant effect.
7. The brand image variable (Z) on consumer satisfaction (Y) has a path coefficient of 0.070 and a P-Value of 0.317 (<0.05), indicating an insignificant effect.

The purpose of indirect effect analysis is to test the hypothesis of the indirect influence of an influencing variable (exogenous) on an influenced variable (endogenous) which is mediated by an intervening variable (mediator variable) (Juliandi, 2018).

Table 6. Results of the Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STEDV)	P- Value
(X1) - > (Z) - > (Y)	0.031	0.057	0.081	0.386	0.350
(X2) - > (Z) - > (Y)	0.019	0.027	0.046	0.405	0.343
(X3) - > (Z) - > (Y)	0.013	0.006	0.028	0.458	0.323

Source : SmartPLS, 2024.

The conclusions of the indirect effect values in the table above are as follows:

1. The price variable (X1) on the consumer satisfaction variable (Y) through variable (Z), namely brand image, is 0.031 with a P-Value of $0.350 > 0.05$. The relationship is insignificant, meaning that the brand image variable does not act as an intervening variable in the relationship between the variables. It does not mediate the influence of an influencing variable on an influenced variable. In other words, its influence is indirect.
2. The promotion variable (X2) on the consumer satisfaction variable (Y) through variable (Z), namely brand image, is 0.019 with a P-Value of $0.343 > 0.05$. The relationship is insignificant, meaning that the brand image variable does not act as an intervening variable in the relationship between the variables. It does not mediate the influence of an influencing variable on an influenced variable. In other words, its influence is indirect.
3. The product quality variable (X3) on the consumer satisfaction variable (Y) through the variable (Z) namely brand image is 0.013 with a P-Value of $0.323 > 0.05$, so the relationship is not significant, which means that the brand image variable does not act as an intervening variable in the relationship between variables, does not mediate the influence of a variable that influences a variable that is influenced. In other words, the influence is indirect.

Discussion

Price influences consumer satisfaction among users of The Originote products in Medan. This is indicated by a path coefficient of 0.438 with a significance value of 0.015 (<0.05). This research is supported by previous research from (Ariyanti et al., 2022) which found that price partially has a positive effect on consumer satisfaction. Price is one of the factors most considered by consumers when choosing a product or service. Affordable product prices and good quality will make consumers feel satisfied, while prices that do not match the product quality will lead to disappointment. Customers are satisfied if the price matches the quality and benefits received. Promotions influence consumer satisfaction among users of The Originote products in Medan. This is indicated by a path coefficient of 0.279 with a significance value of 0.022 (<0.05). These results are supported by previous research (Hasyim, 2024), which states that promotions have a positive and significant effect on customer satisfaction. Consistent and relevant promotions can create a pleasant shopping experience, which ultimately contributes to increased overall consumer satisfaction. Product quality influences consumer satisfaction among users of The Originote products in Medan. This is indicated by a path coefficient value of 0.154 with a significance value of 0.120 (<0.05). (Hernikasari et al., 2022) found that the results of the study showed an influence of product quality on consumer satisfaction. Quality provides an incentive for customers to establish strong relationships with the company. In the long term, such bonds allow companies to thoroughly understand customer expectations and needs so that companies can increase customer satisfaction by maximizing a pleasant customer experience.

Price influences brand image among users of The Originote products in Medan. This is indicated by a path coefficient value of 0.446 with a significance value of 0.004 (<0.05). This research is supported by (Anggraini et al., 2023) that partially price has a significant effect on brand image. In the context of marketing skincare products such as The Originote, the price offered is not only a primary consideration in making purchasing decisions but also shapes consumer perceptions of brand image. Promotion has an impact on The Originote product users in Medan. This is indicated by a path value of 0.266 with a significance value of 0.021 (<0.05). Previous research by (Hasyim, 2024) found that promotion influences brand image. Effective promotion attracts attention, increases awareness, and builds trust in the brand. In the long term, appropriate promotion will strengthen brand image and increase competitiveness in the market. Product quality influences consumer satisfaction among users of The Originote products in Medan. This is indicated by a path coefficient value of 0.185 with a significant value of 0.118 (<0.05). (Oktavenia & Ardani, 2018) states that product quality has a positive and significant effect on brand image. When consumers feel the real benefits of using a product, they will tend to recommend the brand to others, thus strengthening The Originote's image as a quality and trustworthy brand in the long term.

Brand image influences consumer satisfaction among users of The Originote products in Medan. This is indicated by a path coefficient value of 0.070 with a significant value of 0.317 (<0.05). (Yunaida, 2018) Brand image significantly influences consumer satisfaction. In the context of The Originote, when consumers perceive the brand as credible, high-quality, and consistent in providing benefits, they will feel more satisfied with their purchasing decisions. Price influences consumer satisfaction with brand image among users of The Originote Products in Medan. This is indicated by a path coefficient value of 0.031 with a significance value of 0.350 (<0.05). The results of this study indicate that price has a positive and insignificant effect on consumer satisfaction with brand image as an intervening variable among users of The Originote Products in Medan. This study is supported by previous research (Hasyim, 2024) that price influences consumer satisfaction with brand image as an intervening variable. Promotion has an effect on consumer satisfaction with brand image among users of The Originote Products in Medan. This is indicated by a path coefficient value of 0.019 with a significant value of 0.343 (<0.05). The results of this study indicate that promotion has a positive and insignificant effect on consumer satisfaction with brand image as an intervening variable among users of The Originote Products in Medan. This study is supported by (Diansyah & Saputra, 2024) and (Hasyim, 2024) that promotion has an effect on consumer satisfaction with brand image as an intervening variable. Product quality influences consumer satisfaction with brand image among users of The Originote Products in Medan. This is indicated by a path coefficient value of 0.013 with a significant value of 0.323 (<0.05). The results of this study indicate that product quality has a positive and insignificant effect on consumer satisfaction with brand image as an intervening variable among users of The Originote Products in Medan. This study is supported by (Diansyah & Saputra, 2024) that product quality has a positive and significant effect on satisfaction with brand image as an intervening variable.

Conclusion

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Based on the results of the research and discussion discussed in the previous chapter, it shows that most of the research results have a significant effect between the independent variables and the dependent variable. The conclusions that can be drawn from the results of the analysis are 1) Price has a positive and significant effect on consumer satisfaction, 2) Promotion has a positive and significant effect on consumer satisfaction, 3) Product quality has a positive but not significant effect on consumer satisfaction, 4) Price has a positive and significant effect on brand image, 5) Promotion has a positive and significant effect on brand image, 6) Product quality has a positive but not significant effect on brand image, 7) Brand image has a positive but not significant effect on consumer satisfaction, 8) Product price has a positive but not significant effect on consumer satisfaction through brand image, 9) Promotion has a positive but not significant effect on consumer satisfaction through brand image, 10) Product quality has a positive but not significant effect on consumer satisfaction through brand image.

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