The Influence of Brand Image, Customer Value, and Product Quality on Customer Satisfaction

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Abstract: This study aims to determine the effect of brand image, customer value, and product quality on customer satisfaction (study of coffee shop customers at Forestthree Coffee Transyogi). The number of respondents is 80 respondents. The results showed that there is a brand image that does not have a positive and significant effect on customer satisfaction. This can be seen from the t-count value of $0.587 <$ t table of 1.992 and the sig value of Brand Image (X1) of $0.218> 0.05$. So it can be concluded that H0 is accepted and Ha is rejected, and for customer value, product quality has a positive influence on customer satisfaction. This can be seen from the t-count value of 7.362 (X2), 5.782 (X3) $>$ t table of 1.992. The results of the tests that have been carried out also show that customer value and product quality simultaneously have an influence on customer satisfaction as evidenced by a significant value of $0.000 < 0.05$ and F count $122,550 >$ F table 2.73. For the DW value is 1.738, based on this, it is obtained that the value of $dL = 1.560$, the value of $dU = 1.715$, the value of $4-dL = 2.440$, and the value of $4-dU = 2.285$. Therefore, it can be concluded that there is no auto-correlation in the linear regression model because the value of $dU(1.715) <$ DW $(1.738) <$ 4-dU (2.285). The conclusion of this study is that customer satisfaction is caused by customer value and product quality. As for Customer Satisfaction does not happen which is caused by the Brand Image. Suggestions for this researcher are then expected to look for research materials that have an impact or have a positive effect on each of the variables.

Keywords: Brand Image, Customer Value, Product Quality, and Customer Satisfaction

INTRODUCTION

Coffee shop business in Indonesia continues to grow in various regions, from remote villages to urban areas, which have now reached approximately 10,000 coffee shops and are predicted to continue to grow until 2022 with total revenue from the coffee shop business sector reaching 4.16 billion annually (Idris Rusadi Putra, 2018). The increase and growth of the coffee shop business struggle is also inseparable from the increasing number of Indonesians who consume coffee. The results of the research center for Data and Gossip Systems for Agriculture of the Directorate General of Plantations of the Republic of Indonesia

in 2017 noted that it is estimated that the number of coffee lovers in Indonesia continues to increase drastically.

Coffee shops are often also considered coffee houses, coffee shops, or cafés are words used for places that serve coffee or other hot drinks. Coffee shops have characteristics similar to bars or restaurants, but are not the same as cafeterias. Many coffee shops not only provide coffee, but also snacks. Cultural shifts have resulted in the existence of coffee shops or coffee shops being increasingly recognized by the people. The role of the media that often socializes coffee shops supports the development of this special coffee shop. The Indonesian people initially knew coffee shops as an area that was quite comparable to cafes or coffee shops in the definition of western society. Coffee means the 2nd most traded commodity in the world after oil, and at the same time is the 2nd most popular type of drink consumed in the world after water. Globally, global coffee production for the 2013-2014 period was approximately 526.77 million tons, down 2.9% from the 2012-2013 period of approximately 542.56 million tons. As a result, global coffee prices increased quite significantly, reaching 36.6% In 2014, in contrast to other commodity prices, prices tended to be corrected due to the impact of the global economic slowdown (International Coffee Organization: ICO July 2015). This opportunity was not missed by PT. Foresthree Waralaba Indonesia, through a franchise system, for people who want to open a coffee shop business. One of them is Foresthree Coffee Transyogi. The tight business competition in the product and service industry has resulted in coffee shop business actors being required to be able to create something that is different from other similar coffee shops. Dozens of coffee shops, both foreign and local, are now present, as evidenced by the many coffee shops that have emerged and continued to grow in the city of East Jakarta in recent years, some of the existing coffee shops are Kopi Kenangan, Kopi Nako, Kopi Tuku, Kopi Lain Hati, Janji Jiwa, Kopi Soe, and many more.

Brand Image is an easy concept, but it is difficult to explain systematically because it is abstract. Here are some definitions of brand image according to experts. According to Sangadji and Sopiah (2013:327) "image as the sum of the images, impressions and beliefs that a person has towards an object. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. that brand image is a collection of brand associations formed in the minds of consumers". According to Ali Hasan (2013:210) "Brand image is a series of tangible and intangible characteristics such as ideas, beliefs, values, interests and features that make it unique." Meanwhile, according to Kotler and Keller (2012:315), Brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. A strong brand image can provide a major advantage for banks, one of which is to create a competitive advantage.

Product Quality

According to Kotler and Keller translated by Bob Sabran (2019: 143) it is explained that "Product quality is the ability of an item to provide results or consumer satisfaction that match or even exceed what consumers want". According to Kotler and Armstrong (2014: 299) "Product quality is the ability of a product to display its function, this includes the useful life of the product, reliability, ease of use and repair, and other values".

Customer Value

According to Kotler (2001:296), customer value is the difference between the total value for the customer and the total customer cost of the marketing offer. Kotler further explains that total customer value consists of the total product value, service value, personnel value, image value received by the buyer from the marketing offer. And total customer cost is the total monetary, time, energy, and psychic costs associated with the marketing offer. According to Kotler in Hurriyati (2019,103) argues that customer value is the difference between total customers and total costs where, total customer value is a set of benefits

expected by customers from a particular product or service with total customer costs is a set of costs expected by consumers incurred to evaluate, obtain, use and dispose of products or services.

Customer Satisfaction is the customer's perception of a product or service that has met their expectations (Irawan, 2007). Customers will not be satisfied if they perceive that their expectations have not been met and vice versa, customers will be satisfied if their perception is the same or more than what is needed. According to Daryanto and Setyobudi (2014) customer satisfaction is a feeling of satisfaction obtained by customers because they get value from suppliers, producers or service providers. This value can come from products, services, systems or something emotional. Kotler (2005) states that customer satisfaction is a feeling of pleasure or disappointment of a person towards a product after comparing the results or achievements of the product that are thought to the performance or results of the product that are expected. If the performance meets expectations, then it means that the customer is satisfied. But if the performance exceeds customer expectations, then this means that the customer is satisfied or very satisfied.

Theoretical Model

This study focuses on the relationship between brand image, product quality and customer satisfaction. An effective brand image is expected to improve product quality which ultimately impacts customer satisfaction. This model is in line with the findings of Sutrisno (2021) who highlighted the synergy of these variables in growing a productive organization. By integrating these factors, this model provides a comprehensive framework for understanding the dynamics of coffee customers.

Framework of Thinking
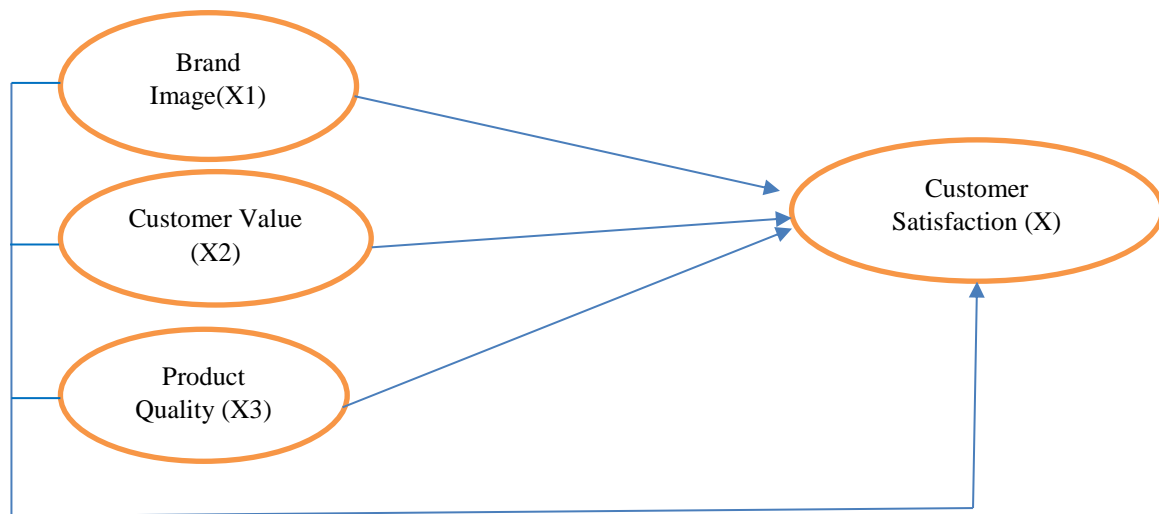
Research Hypothesis

H1: Brand image has a positive effect on customer satisfaction at Foresthree. Coffee Transyogi Coffee Shop.

H2: Customer Value has a positive effect on Customer Satisfaction *Coffee Shop Forestree Coffee*Transyogi.

H3: Product quality has a positive effect on customer satisfaction. *Coffee Shop Forestree Coffee*Transyogi.

H4: Brand Image, Customer Value, and Product Quality have a positive effect on Customer Satisfaction. *Coffee Shop Forestree Coffee* Transyogi.

METHOD

Research Design

This study adopts a quantitative research design, which focuses on numerical data and statistical measurements to test the proposed hypotheses. Quantitative methods, as explained by Sujarweni (2015), are very useful for examining causal relationships by collecting measurable data and using statistical tools. The quantitative approach is ideal for assessing the influence of brand image, customer value, product quality and customer satisfaction, because these variables can be measured and analyzed quantitatively.

Research Location

The research location is a place where researchers conduct research to obtain solutions to problem formulations. In this study, researchers took the location at Coffee Shope Foresthree Coffee Transyogi, Jl. Alternative Cibubur No.100, Nagrak, Kec. Gn. Putri, Bogor Regency, West Java 16967

Research Population

The population in this study were consumers of Coffee Shop Foresthree Coffee Transyogi totaling 100 respondents.

Sampling Techniques

Purposive sampling technique is used to select samples from the population. Purposive sampling is appropriate when certain criteria must be met by the participants. In this study, the main criterion is the involvement of respondents in the final coffee customers consisting of 100 respondents, which is considered sufficient for statistical analysis.

Method of collecting data

Primary data were collected through a structured questionnaire distributed to respondents. The questionnaire was designed to measure brand image, product quality and customer satisfaction using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The use of a structured questionnaire ensures consistency in providing answers, thus facilitating reliable data analysis.

Instrument Validity Test

The validity of the research instrument was tested to ensure that the instrument accurately measures the intended variables. Pearson correlation analysis was used to assess the validity of each item. As stated by Solihin and Ratmono (2020), an item is considered valid if its correlation coefficient is significant at the 5% level (p <0.05).

Instrument Reliability Test

Reliability is tested using Cronbach's Alpha and Composite Reliability. According to Sholihin and Ratmono (2013), a variable is considered reliable if Cronbach's Alpha and Composite Reliability exceed 0.70. High reliability indicates that the instrument consistently measures the variable on different items and respondents.

Data Analysis Methods

Data analysis was conducted using SPSS version 25, a statistical software widely used for quantitative research. The analysis involved several steps, including validity and reliability tests, classical assumption tests, coefficient of determination, and hypothesis tests.

Classical Assumption Test

Classical assumption tests are essential to ensure that the data meets the requirements for regression analysis. These tests include normality, multicollinearity, heteroscedasticity, and autocorrelation. Ensuring that the data meets these assumptions will increase the robustness and validity of the regression model.

Normality Test

The normality test is conducted to determine whether the data follows a normal distribution. As explained by Widardjono (2013), data is considered normally distributed if the Skewness and Kurtosis Critical Ratio (CR) values are in the range of -2.58 to 2.58 at a significance level of 5%.

Multicollinearity Test

Multicollinearity is tested using the Variance Inflation Factor (VIF). According to Ghozali (2018), multicollinearity does not exist if the VIF value is less than or equal to 5. Multicollinearity can distort the regression coefficients, so its absence ensures a more accurate estimate of the relationship between variables.

Coefficient of Determination (R²)

The coefficient of determination (R^2) is calculated to assess the explanatory power of the independent variables. An R^2 value close to 1 indicates that most of the variance in the dependent variable (customer satisfaction) can be explained by brand image, customer value and product quality.

Hypothesis Testing

The hypothesis is tested using a t-test at a significance level of 5%. The hypothesis is accepted if the t-statistic value is greater than 1.96, which ensures that the findings are statistically significant. The t-test provides insight into whether each independent variable significantly affects customer satisfaction.

Regression Model

This study uses a multiple linear regression model to test the relationship between brand image, customer value, product quality and customer satisfaction. The model is stated as: $Y = b_1X_1 + b_2X_2 + b_3X_3$
Where:
1.   X1 represents Brand Image
2.   X2 represents Customer Value
3.   X3 represents Product Quality
4.   Y represents Customer Satisfaction
5.   b1, b2, b3 are the regression coefficients.

Interpretation of Regression Coefficients

The regression coefficients (b1, b2, b3) show the magnitude and direction of the influence of each independent variable on customer satisfaction. A positive coefficient indicates a unidirectional relationship, while a negative coefficient indicates an opposite relationship.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Validity Test of Brand Image Variable (X1) Valid. Because the calculated r value from the r table is 0.218 and significant $\geq$ 0.05. Customer Value Variable (X2) Valid. Because the calculated r value is greater than the r table, which is 0.218 and significant $\geq$ 0.05 Product Quality Variable (X3) Valid. Because the calculated r value is greater than the r table, which is 0.218 and significant $\leq$ 0.05. Customer Satisfaction Variable (Y) Valid. Because the calculated r value is greater than the r table, which is 0.218 and significant $\geq$ 0.05,

Reliability Test *Cronbach's Alpha*each variable is more than 0.60 that a variable is said to be reliable if it gives a Cronbach's Alpha greater than 0.60. So that the answers given by respondents to the statements in Brand Image (X1), Customer Value (X2), Product Quality (X3), and Customer Satisfaction (Y) can be trusted or reliable.

Normality Test

The normality test aims to test whether the sample used has a normal distribution or not. In the linear regression model, this assumption is indicated by the error value which is normally distributed. If the probability > 0.05 then the distribution of the regression model is normal. If the probability < 0.05 then the distribution of the regression model is not normal.
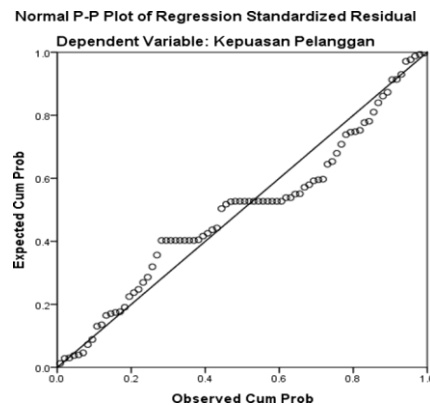
Heteroscedasticity Test

Aims to test whether in the regression example there is inequality of variance from the residual of one observation to another observation. If the variance from the residual of one observation to another observation remains, then it is considered homoscedasticity and if it is not the same, it is considered heteroscedasticity.

Multicollinearity Test Results

The multicollinearity test in Table IV.10 shows that the tolerance value is more than 0.10. And the VIF figure for all independent variables is less than 10.00, so there is no multicollinearity problem found among the three independent variables. So it can be concluded that in the regression between variables, there is no multicollinearity between independent variables.

Multicollinearity Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.218	1,786		1.242	.218		

Brand Image	.043	.073	.045	.587	.559	.385	2,596
Customer Value	.708	.096	.574	7,362	.000	.370	2,700
Product Quality	.598	.103	.382	5,782	.000	.517	1,935

a. Dependent Variable: Customer Satisfaction

Multiple Linear Regression Analysis Test Results

Constant value of 2.218, meaning that if the independent variables, namely brand image, customer value, and product quality are equal to zero, then customer satisfaction is 2.218. The beta coefficient value on the Brand Image variable is 0.043, meaning that every change in the Brand Image variable (X1) by one unit will result in a change in Brand Image by 0.043 units with other assumptions being constant, The beta coefficient value on the Customer Value variable is 0.708, meaning that every change in the Customer Value variable (X2) by one unit will result in a change in Customer Value by 0.708 units with other assumptions being constant. The beta coefficient value on the Product Quality variable is 0.598, meaning that every change in the Product Quality variable (X3) by one unit will result in a change in Value

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.218	1,786		1.242	.218
	Brand Image	.043	.073	.045	.587	.559
	Customer Value	.708	.096	.574	7,362	.000
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a. Dependent Variable: Customer Satisfaction

t-Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.218	1,786		1.242	.218
	Brand Image	.043	.073	.045	.587	.559
	Customer Value	.708	.096	.574	7,362	.000
	Product Quality	.598	.103	.382	5,782	.000

a. Dependent Variable: Customer Satisfaction

That the t-value is 0.587 <t table 1.992 and the sig value of Brand Image (X1) is 0.218 > 0.05. So it can be concluded that H0 is accepted and Ha is rejected, meaning that there is no positive and significant influence of Brand Image on customer satisfaction of Coffee Shop Foresthree Coffee Transyogi. At the t-value of 7.362 t table 1.992 and the sig value of Customer Value (X2) of 0.000 <0.05. So it can be concluded that H0 is rejected and Ha is accepted, meaning that there is a positive and significant influence of Customer Value on customer satisfaction of Coffee Shop Foresthree Coffee Transyogi. At that the t-value of 5.782 t table 1.992 the sig value of Product Quality (X3) is 0.000 <0.05. So it can be

concluded that H0 is rejected and Ha is accepted, meaning that there is a positive and significant influence of Product Quality on customer satisfaction of Coffee Shop Foresthree Coffee Transyogi

F Test Results

F test obtained a Sig value = 0.000 < 0.05. While in the table it can also be seen that the calculated F value is 122,550 while the F table value (Fα) is 2.73, so that F count 122,550> F table 2.73. Based on this analysis, it can be draw the conclusion that H4 is accepted, meaning that there is a positive and significant influence of Brand Image, Customer Value and Product Quality on customer satisfaction of Coffee Shop Foresthree Coffee Transyogi.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	801.182	3	267,061	122,550	.000b
	Residual	165,618	76	2.179		
	Total	966,800	79			

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

The Influence of Brand Image on Customer Satisfaction at Coffee Shop Foresthree Coffee Transyogi

Based on the results of the t-test on the brand image variable, it can be seen that the calculated t value is 0.587 <t table 1.992 and the sig value of Brand Image (X1) is 0.218> 0.05. So it can be concluded that H0 is accepted and Ha is rejected, meaning that there is no positive and significant influence of Brand Image on customer satisfaction at Coffee Shop Foresthree Coffee Transyogi. The results of this study are supported by Nirwana Sari's research (2017) in his research entitled The Influence of Brand Image and Product Quality on Consumer Loyalty at PT. Oriflame in Makasar.

The Influence of Customer Value on Customer Satisfaction of Coffee Shop Foresthree Coffee Transyogi.

Based on the results of the t-test on the brand image variable, it can be seen that the calculated t value is 7.362> t table 1.992 and the sig value of Customer Value (X2) is 0.000 <0.05. So it can be concluded that H0 is rejected and Ha is accepted, meaning that there is a positive and significant influence of Customer Value on customer satisfaction at Coffee Shop Foresthree Coffee Transyogi. The results of this study are supported by Tiara Yanuarista's research (2015) in her research entitled Analysis of the Influence of Customer Value and Brand Image on Customer Satisfaction in Increasing Customer Retention (Case Study on Gies Batik Pekalongan).

The Influence of Product Quality on Customer Satisfaction at Foresthree Coffee Transyogi Coffee Shop.

Based on the results of the t-test on the brand image variable, it can be seen that the calculated t value is 5.782> t table 1.992, the sig value of Product Quality (X3) is 0.000 <0.05. So it can be concluded that H0 is rejected and Ha is accepted, meaning that there is a positive and significant influence of Product Quality on customer satisfaction at Foresthree Coffee Transyogi Coffee Shop. The Influence of Brand Image, Customer Value and Product Quality on Customer Satisfaction at Coffee Shop Foresthree Coffee Transyogi.

Based on the results of the F test, the Sig value = 0.000 <0.05 is obtained. While in the table it can also be seen that the F count value is 122,550 while the F table value (Fα) is 2.73, so the F count is 122,550> F table 2.73. Based on this analysis, it can be concluded that H4 is accepted, meaning that there is a positive and significant influence of Brand Image, Customer Value and Product Quality on customer satisfaction at Coffee Shop Foresthree Coffee Transyogi. The results of this study are supported by Feby Liany's research (2016) in her research entitled The Effect of Coffee Drink Product Quality on Consumer Satisfaction at Yellow Truck Coffee Bandung.

CONCLUSION

Based on the results of the t-test on the brand image variable, it can be seen that the calculated t value is 0.587 <t table 1.992 and the sig value of Brand Image (X1) is 0.218> 0.05. So it can be concluded that H0 is accepted and Ha is rejected, meaning that Brand Image does not have a positive and significant influence on customer satisfaction at Foresthree Coffee Transyogi Coffee Shop.

Based on the results of the t-test on the brand image variable, it can be seen that the calculated t value is 7.362> t table 1.992 and the sig value of Customer Value (X2) is 0.000 <0.05. So it can be concluded that H0 is rejected and Ha is accepted, meaning that there is a positive and significant influence of Customer Value on customer satisfaction at Coffee Shop Foresthree Coffee Transyogi.

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Based on the results of the F test, the Sig value is obtained = 0.000 <0.05. While in the table it can also be seen the calculated F value of 122,550 while the F table value (Fα) is 2.73, so the calculated F is 122,550> Ftable 2.73. Based on this analysis, it can be concluded that H4 is accepted, meaning that there is a positive and significant influence of Brand Image, Customer Value and Product Quality on customer satisfaction at Coffee Shop Foresthree Coffee Transyogi.

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