



Effect of Product Quality, Company Image and Price Perception on Customer Satisfaction

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Abstract: The Literature Review article on the Effect of Product Quality, Company Image and Price Perception on Customer Satisfaction is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Product Quality has an effect on Customer Satisfaction; 2) Company Image has an effect on Customer Satisfaction; and 3) Price Perception has an effect on Customer Satisfaction. Apart from these 3 exogenous variables that affect the endogenous variable of Customer Satisfaction, there are still many other factors including Price, Service Quality and Place variables.

Keywords: Product Quality, Company Image, Price Perception, Customer Satisfaction

INTRODUCTION

For business actors or companies that sell their products in the form of products or services, achieving customer satisfaction is one of the important goals to do in addition to making profits. Customer satisfaction will have a good impact on brand image, company image and product sales. A satisfied consumer will usually recommend the products that the store or company sells to colleagues, friends and also the general public. Of course this will have an impact on brand awareness as well. So how important is achieving customer satisfaction for sellers?.

Formulation of problem

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Does Product Quality Affect Customer Satisfaction ?
2. Does Company Image affect Customer Satisfaction ?
3. Does Price Perception affect Customer Satisfaction ?

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment in someone that arises after comparing the performance (result) of the product that is thought to the expected performance (or result). If the performance is below expectations, the customer is not satisfied, if the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler, 2016). Customer satisfaction is the customer's response to the evaluation of the perception of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question (Hernikasari et al., 2022). Customer Satisfaction indicators are: Price suitability, repurchase interest, and willingness to recommend (Tjiptono, 2004).

Customer Satisfaction has been widely studied by previous researchers, among others: (Saputra & Mahaputra, 2022a), (Maharani & Saputra, 2021), (Agussalim et al., 2016), (Assagaf & Ali, 2017), (Mansur & Ali, 2017), (Mulyani et al., 2020), (Mahaputra & Saputra, 2021c), (Darwisyah et al., 2021), (Ali, Sastrodiharjo, et al., 2022), (Agussalim et al., 2016), (Sivaram et al., 2020), (M & Ali, 2017), (Sivaram et al., 2019), (Octavia & Ali, 2017).



Picture 1. Customer Satisfaction

Source: www.istockphoto.com

Product Quality

Product quality is the product's ability to perform its functions, including durability, reliability, and accuracy obtained by the product as a whole (Kotler & Keller, 2016). Product quality is the physical condition, function and nature of a product that is related and can meet consumer tastes and needs satisfactorily according to the value of money spent (Prawirosentono, 2002). Product Quality indicators are: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications (Gasperz, 2008).

Product quality has been widely studied by previous researchers, among others: (Mukti & Rosadi, 2022), (Mahaputra & Saputra, 2021a), (Ilhamalimy & Ali, 2021), (Suharyono & Ali, 2015), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Saputra & Mahaputra, 2022b), (Richardo et al., 2020), (Mukhtar et al., 2017), (Masruri et al., 2021), (Doan & Ali, 2021), (Harahap & Ali, 2020), (S. A. H. Havidz et al., 2017), (Sudiantini & Narpati, 2022).



Picture 2. Product Quality

Source: www.excel-pmt.com

Company Image

Corporate image is the result of a collection of processes where consumers compare various attributes owned by the company, such as product, price, product quality and service quality (Flavian et al, 2005). Corporate image is the public perception of the company related to the business name, architecture, variety of products, traditions, ideologies and impressions of quality that are communicated by each employee who interacts with the organization's clients (Kotler & Keller, 2009). The indicators of Corporate Image are: Personality, Reputation, Values and Corporate Identity (Sari, 2012).

Company Image has been widely studied by previous researchers, among others: (Hardiansyah et al., 2019), (Octavia et al., 2020), (Rony et al., 2020), (Eprianto et al., 2021), (Sulistiyanto et al., 2022), (Sudiantini et al., 2019), (Bukhari et al., 2021), (Octavia et al., 2020).

Price Perception

Perception Price is the amount of money billed for a product or service or the amount of value exchanged by consumers to be able to obtain benefits and use a product or service (Kotler & Keller, 2016). Price Perception is a consumer's assessment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable (Lee & Lawson, 2011). Price Perception indicators are: Price compatibility with product quality, price compatibility with benefits and competitive prices (Muharam & Soliha, 2017).

Price Perception has been widely studied by previous researchers including: (Marasabessy & Santoso, 2014), (Haitao, 2022), (Kurniawan, 2020), (Saputra, 2021), (Octavia &

Ali, 2017), (Ridwan, 2020), (Elmi et al., 2020), (Desmiwerita & Saputra, 2019), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Saputra, 2022c).

Table 1. Relevant Previous Research Results

| No | Author (year) | Previous Research Results | Similarity with this article | Difference with this article |
|----|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| 1 | (Desfiandi et al., 2017) | The Influence of Brand Image, Product Quality and Price Perception on Satisfaction and Repurchase Intention | Discussing price perception | There are differences variable in the Product Quality |
| 2 | (Putra, 2021) | Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Brand Image and Price Perception (Marketing Management Literature Review) | Discussing price perception | There are differences in the variables of customer loyalty to and brand image |
| 3 | (Inggrawan, 2010) | Study on Corporate Image Through Corporate Credibility at PT BNI (Persero) Tbk in Semarang | Discussing the company's image | In this study, there is a research locus at PT BNI (Persero) Tbk in Semarang |
| 4 | (Sulistiyanto & Munisih, 2018) | The Influence of Price Perception and Company Image on Customer Satisfaction and Loyalty of Pharmaceutical Wholesalers PT. Sacapillar Semarang | Discussing price perception and company image | In this study there is a research locus at PT Sakapilar Semarang |
| 5 | (Savitri & Wardana, 2018) | The Influence of Brand Image, Product Quality and Price Perception on Satisfaction and Repurchase Intention | Discuss about price perception and Product Quality | There are differences in variable brand image |
| 6 | (Ilhamalimy & Mahaputra, 2021) | The Influence of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction (Marketing Management Literature Review) | Discussing Product Quality and Customer Satisfaction | There are differences in the variables of Service Quality and Purchase Decisions |
| 7 | (M & Ali, 2017) | Customer Satisfaction Model: Analysis of Product Quality and Service Quality on Brand Image at Giant Citra Raya Jakarta | Discussing Customer Satisfaction and Product Quality | There are differences in the variables of Service Quality and Brand Image |
| 8 | (L. Handayani & Syarifudin, 2022) | The Effect of Service Quality, Price and Relationship Marketing on Consumer Satisfaction on Gojek Transportation Services | Discussing about Customer Satisfaction | There are differences in the variables of Service Quality, Price and Relationship Marketing |
| 9 | (Ikhsani & Ali, 2017b) | Purchase Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang) | Discussing Product Quality | There is a research locus, namely the Teh Botol Sosro Product at Giant Mall Permata Tangerang |
| 10 | (Hernikasari et al., 2022) | Brand Image Model Through Customer Satisfaction Bear Brand: Price And Product Quality | Discussing Customer Satisfaction and Product Quality | There is a difference in the variable Brand Image and Price |

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media. In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on relevant theoretical studies and previous research, the discussion in this literature review article is as follows:

1. The Effect of Product Quality on Customer Satisfaction

If Product Quality can be applied and implemented in accordance with its indicators, namely: Durability, Ease of Use and Ease of Maintenance, it will affect Customer Satisfaction. Therefore, business actors, producers or companies need to pay attention to the quality of the goods or services they sell to consumers, in order to achieve customer satisfaction so that it has an impact on sales later. Product quality is a condition in which the durability and reliability of a product. If the product has reliable quality and can last a long time, then the customer will be satisfied with what is given from the product. And vice versa if the product that is owned is not able to survive and does not have reliability, then the customer will be disappointed with the product he bought.

Product Quality has an effect on Customer Satisfaction, this is in line with research conducted by: (Dhyan Parashakti et al., 2019), (Pusparani et al., 2021), (Sinaga & Nawangsari, 2019), (Sudiarso, 2022), (Rennyta Yusiana et al., 2020), (Catur Widayati et al., 2019).

2. The Effect of Company Image on Customer Satisfaction

If the company has a good image in accordance with the indicators, namely: corporate identity, personality, reputation and value, it will affect customer satisfaction. This means that companies with the image they have will have an impact on customer satisfaction. Company image is obtained by companies if they have good performance so far to consumers and society. With the image of the company will increase consumer confidence in the company.

Company Image has an effect on customer satisfaction, this is in line with research conducted by: (Bukhari, 2021), (Sudiantini & Saputra, 2022), (Bukhari, 2018), (Hermawan, 2022b), (Ali, Sastrodiharjo, et al., 2022), (A. Widodo, 2020), (Pasaribu et al., 2022), (Imarah & Jaelani, 2020), (Sudiantini, 2020a), (Narpati, B., & Meutia, 2018), (Susanto et al., 2008).

3. The Effect of Price Perception on Customer Satisfaction

If Price Perception can be applied according to the indicators, namely: Price according to the benefits and the price according to the quality, it will have an effect on Customer Satisfaction. This means that the price offered by the seller to the consumer will lead to the

perception of the price to the consumer. Will the price be directly proportional to the quality of the product, whether at that price will it have an impact on its usefulness.

Price Perception has an effect on Customer Satisfaction, this is in line with research conducted by: (Husadha, C., Hidayat, W. W., Suryati, A., Prasetyo, E. T., & Meutia, 2021), (Sudiantini et al., 2022), (Meutia, K. I., Husada, C., & Dan, 2019), (Meutia et al., 2021a).

Conceptual Framework

Based on the formulation of the problem, theoretical studies and previous research as well as discussions between variables, the conceptual framework is set as follows:

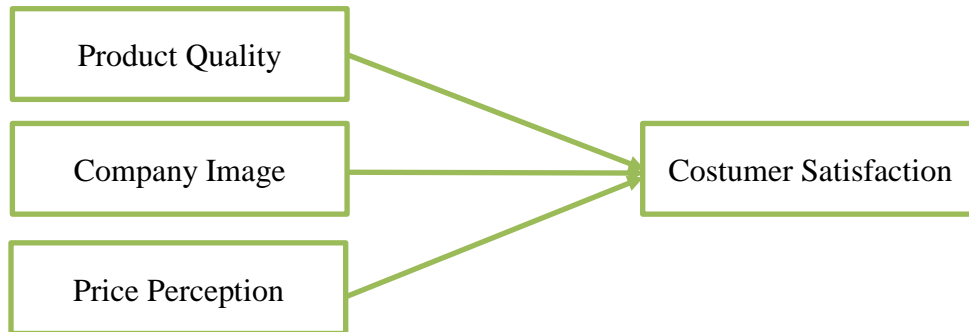


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Product Quality, Company Image and Price Perception affect customer satisfaction. Apart from the variables of Product Quality, Company Image and Price Perception that affect Customer Satisfaction. There are other factors that affect Customer Satisfaction, including:

- 1) Price: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (D. S. Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (H. B. H. Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Hermawan, 2022a), (Gunawan et al., 2022), (Suroso, 2022), (Christian et al., 2022), (Ramadhan & Bukhari, 2020).
- 2) Place: (Kainde et al., 2021), (Saputra & Ali, 2021), (Rachmawati, 2015), (Ikhsani & Ali, 2017a), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (Saputra, 2022a), (Ali, Zainal, et al., 2022), (Rony et al., 2020), (Bukhari et al., 2020), (Bukhari et al., 2021), (Ferdiansyah & Bukhari, 2021), (Noorfikri et al., 2021).
- 3) Service Quality: (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (Saputra & Ali, 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021), (Hermawan, 2021), (Hadita, 2019), (Kustiwan & Hadita, 2020), (Hadita & Adiguna, 2019), (Meutia et al., 2021b), (Hernikasari et al., 2022), (Hadita et al., 2020), (Jumawan et al., 2020).
- 4) Brand Image: (Saputra, 2022b), (Hermawan, 2022b), (Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Atmoko & Noviriska, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Pratikno et al., 2022), (Sari et al., 2021), (Yulianingrum et al., 2021), (M. Handayani & Wati, 2017).
- 5) Promotion: (Supriyadi et al., 2019), (Sitio & Ali, 2019), (Riyanto et al., 2017), (Agussalim et al., 2020), (Saputra & Mahaputra, 2022a), (Mahaputra & Saputra, 2021a), (Ali, 2020), (Pandiangan et al., 2021), (Ridwan et al., 2020), (Saputra, 2022b), (Sudiantini, 2020b),

(Sulistiyowati et al., 2022), (Winarso et al., 2018), (Nursal, Komariah, et al., 2022), (Panday & Nursal, 2021), (Soehardi et al., 2021), (Nursal, Rianto, et al., 2022).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the problem formulation, theoretical study and discussion above, researchers can conclude hypotheses for further research, namely:

1. Product Quality affect Customer Satisfaction.
2. Company Image affect Customer Satisfaction.
3. Price Perception affect Customer Satisfaction.

Recommendation

Based on the conclusions above, there are many other factors that influence Customer Satisfaction that can be used for further research, namely: Price, Place, Service Quality, Brand Image and Promotion.

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