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The Influence of Product Quality, Product Innovation on Customer Relationship Management through Prices (Case Study at Creative Industry Payung Geulis in Kahuripan, Indihiang, Tasikmalaya)

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Abstract: This research aims to determine the influence of product quality and innovation on customer relationship management through prices in Payung Geulis creative industry in Kahuripan village, Indihiang, Tasikmalaya. This research implies an explanatory survey design using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) as the analysis method. Data collection was carried out through questionnaires distributed to 200 customers. The findings reveal that product quality and innovation significantly influence prices and impact customer relationship management—higher product quality results in greater customer satisfaction and emotional attachment to the price. Additionally, innovation has a positive impact on customer engagement and strengthens the relationship with price. Moreover, price significantly influences customer relationship management, since price reduces resistance to changes in product quality and innovation in customer relationship management. Furthermore, this research shows that the impact of product quality and innovation influences customer relationship management indirectly through price.

Keyword: Product Quality, Product Innovation, Price, Customer Relationship Management

INTRODUCTION

Tasikmalaya is a city with a multitude of creative industries and is synonymous with various kinds of industries that have creativity, producing products other than embroidery, batik, weaving, and various other culinary delights. Payung Geulis is one of the handicrafts in the form of an umbrella that Tasikmalaya residents are proud of which is famous for being a city of students made from bamboo (plait) with a cover made of paper decorated with colorful motifs or patterns.

The name Payung Geulis shows that this umbrella has high aesthetic value because its distinctive motif has its uniqueness that differentiates it from other types of umbrellas.

Payung Geulis in Indonesian is a crafted umbrella. An umbrella is a protective tool from rain and heat. Meanwhile, Geulis means beautiful or beautiful, so Payung Geulis means a beautiful umbrella that has aesthetic value.

Payung Geulis have a greater role so that everyone who uses them feels appreciated, becoming a fashion accessory for the Tasikmalaya mojang. Payung Geulis craft has been discussed for the last few years to be installed in public places such as malls, offices, and hotels as an identity. In the past, Payung Geulis was a fashion accessory for bridesmaids wearing kebayas so that the atmosphere looked even more lively with Payung Geulis as a complement to the appearance of the bridal group.

The Regional Government also instructed the Tasikmalaya City Tourism Office to preserve the regional culture of Payung Geulis as a symbol in every hotel, restaurant, and government office. As time went by, Payung Geulis evolved, not only from paper but also using various materials, from plastic, cloth, and canvas, to embroidery. Geulis Umbrellas have more roles and are therefore highly appreciated. In the past, Payung Geulis was a fashion accessory for bridesmaids wearing kebayas so that the atmosphere looked even more lively with Payung Geulis as a complement to the appearance of the bridal group.

This glorious era gradually receded after the government experienced a prolonged economic crisis in 1998, as a result, currently, few craftsmen products are still involved in the field of umbrella making. As a result, the Payung Geulis handicraft business in Tasikmalaya is slowly being destroyed; people who are interested in Payung Geulis are starting to abandon the habit of collecting these items. The quality of the product which was expected to last is starting to experience a significant decline, as can be seen from the fact that the Payung Geulis craftsmen are gradually starting to switch to other jobs. The innovation that is expected for change to raise the prestige of Payung Geulis Tasikmalaya cannot be expected, the people of Tasikmalaya in general are starting to turn to the same products made abroad, which are much more attractive and long-lasting. The prices determined cannot be standardized because the prices set are always changing, making it difficult to predict the profits that can support the company's development. The impact is hampered customer relationship management where Payung Geulis Tasikmalaya customers do not meet expectations.

Studies on creative MSMEs in Indonesia have been carried out by many academics before. Anatan & Ellitan (2022) discussed adaptive innovation for MSMEs in the new normal era after the COVID-19 pandemic and highlighted the important role of adaptive innovation for MSMEs. In addition, Putera et al. (2021) analyzed how innovation can lead to consumer satisfaction with MSME craft products through the mediating role of creativity. Creative MSMEs in Indonesia have received a lot of attention from academic circles because they are one of the emerging fields that make a big contribution to the country's economy. In other research, the role of innovation and product quality is considered to influence the competitive advantage and sustainable growth of MSMEs (Syapsan, 2019).

Existing research has not identified how innovation and quality of MSME products in Indonesia canincrease desired pricing so that it has an impact on effective Customer Relationship Management. Various research, innovation, and product quality tend to be directed at the performance and success of the MSME business itself (Larios-Francia & Ferasso, 2023; Ferreira et al., 2019; Bustinza et al., 2019). This shows that there is no comprehensive research that simultaneously investigates the correlation between product quality, innovation, price, and Customer Relationship Management in the context of MSMEs. Furthermore, research examining the role of customer relationship management takes into account the unique characteristics and challenges of Indonesian MSMEs in the creative industries (Gil-Gomez et al., 2020; Migdadi, 2021; Baashar et al., 2020). Because of this gap, research was conducted to investigate how product quality and innovation influence prices

which have an impact on Customer Relationship Management in the context of the creative MSME industry in Indonesia, especially in Kahuripan village, Indihiang, Tasikmalaya.

METHOD

This research is an explanatory survey research because it aims to explain the causal relationship between variables by testing hypotheses. Based on its objectives, this research is descriptive and verification in nature, while descriptive research aims to obtain an overview or description of product quality, innovativeness, pricing, and customer relationship management. Verification research is carried out to determine the relationship between variables through hypothesis testing based on field data. The observations use a cross-sectional/one-shot time horizon, where the data obtained is the result of research carried out at a certain time. This research aims to measure the magnitude of the influence of the independent variables (product quality, innovation) on the dependent variable (Customer Relationship Management), while this modeling involves an intervening variable (price).

The analysis used in this research is a quantitative approach, namely Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method, also known as the PLS-SEM method. For the calculations, Smart PLS 4 software was used. Smart PLS was chosen to predict the relationship between variables in the theoretical model, either directly or through intervening variables (Ramdhan, 2021). The population of this research is Payung Geulis customers in Kahuripan Village, Indihiang District, Tasikmalaya City, a city located in West Java Province, Indonesia. The sampling technique in this research is purposive sampling, where the number of samples is determined based on needs. Samples were taken according to the provisions specified in the Structural Equation Modeling (SEM) analysis tool. In determining the SEM sample size, the recommended sample size is between 100–200 samples, so that the sample size for this research is 200 respondents.

The primary data collection technique was carried out by giving questionnaires to Payung Geulis consumers. Product Quality (X1) is measured through six indicators, namely performance, features, reliability, conformity to specifications, durability, and aesthetics; Innovation (X2) is measured through eight indicators; they are variations in product types, variations in product shapes, variations in product packaging, variations in product prices, improvements to existing production equipment, use of new tools or technology, the addition of new stores, and expansion of market segments; Customer Relationship Management (Y) is measured by six indicators, namely, long-term orientation, fulfillment of commitments and promises, consumer share, customer lifetime value, two-way dialogue, customization; Price (Z) uses four indicators, namely, price affordability, price suitability to product quality, price competitiveness, and price suitability to benefits. Respondents' responses to each indicator were measured using a Likert scale which is classified as interval data. The hypothesis of this research is as follows:

a. Product quality (X1) has a positive effect on price (Z)
b. Innovation (X2) has a positive effect on price (Z)
c. Price (Z) has a positive effect on Customer Relationship Management (Y).
d. Product quality (X1) and innovation (X2) have a positive effect on Customer Relationship Management (Y) through price (Z).

RESULT AND DISCUSSION

In this research, hypothesis testing was carried out using Structural Equation Modeling (SEM) analysis techniques with SmartPLS 4.0 software.

The results of the calculation of the hypothesized research model are obtained as follows:

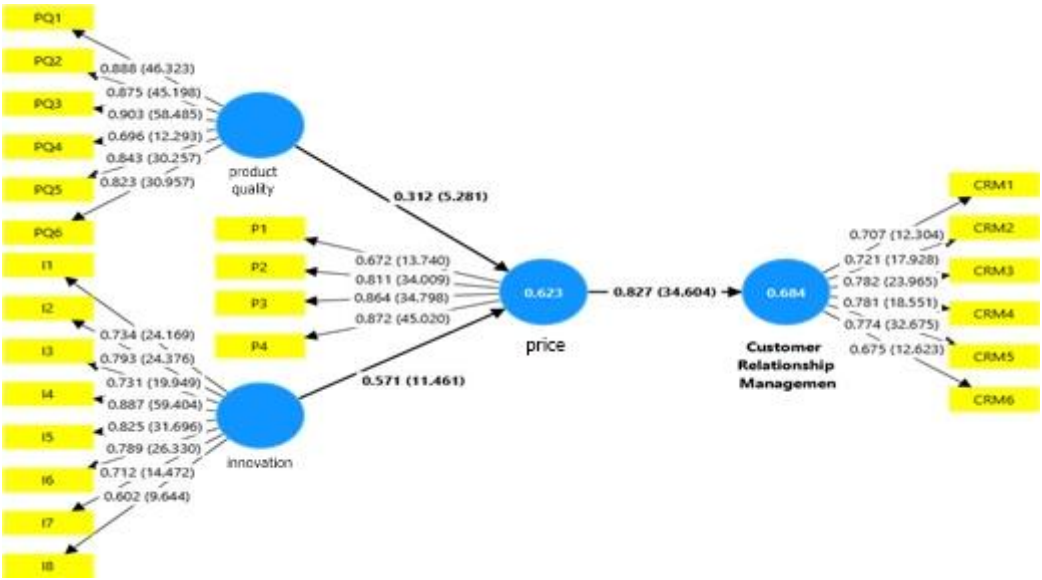

Figure. 2 Diagram of model SEM of Partial Least Square (PLS)

A. Testing the Measurement Model (outer models)

The criteria used in assessing Reflective Measurement Models are Indicator reliability, Internal consistency (Cronbach's alpha, composite reliability), Convergent validity (average variance extracted), and Discriminant validity (HTMT) (Hair, 2022). Based on the results of data analysis calculations with the help of SmartPLS 4 software, a summary of the results of the measurement model tests (Reflective Measurement Models) is obtained as follows:

Table 1. Measurement Models Test Results

Latent Variabel	Indicator	Loadings	Indicator Reliability	T statistics	p-value	Internal Consistency		Convergent Validity (AVE)
		(λ)	(λ^2)			Composite Reliability	Cronbach's Alpha	
Product Quality	PQ1	0.888	0.789	46.323	0.000	0,935	0,916	0,707
	PQ2	0.875	0.765	45.198	0.000			
	PQ3	0.903	0.815	58.485	0.000			
	PQ4	0.696	0.485	12.293	0.000			
	PQ5	0.843	0.710	30.257	0.000			
	PQ6	0.823	0.677	30.957	0.000			
Innovation	I1	0.734	0.538	24.169	0.000	0,901	0,895	0,583
	I2	0.793	0.628	24.376	0.000			
	I3	0.731	0.535	19.949	0.000			
	I4	0.887	0.787	59.404	0.000			
	I5	0.825	0.681	31.696	0.000			
	I6	0.789	0.623	26.330	0.000			
	I7	0.712	0.507	14.472	0.000			
	I8	0.602	0.363	9.644	0.000			
Price	P1	0.672	0.452	13.740	0.000	0,850	0,823	0,654
	P2	0.811	0.658	34.009	0.000			
	P3	0.864	0.747	34.798	0.000			
	P4	0.872	0.760	45.020	0.000			
Customer Relationship Management	CRM1	0.707	0.500	12.304	0.000	0,838	0,836	0,550
	CRM2	0.721	0.520	17.928	0.000			
	CRM3	0.782	0.612	23.965	0.000			
	CRM4	0.781	0.610	18.551	0.000			
	CRM5	0.774	0.599	32.675	0.000			
	CRM6	0.675	0.456	12.623	0.000			

The loading factor value for most outer loadings is more than 0.7, and there are several indicators with loading factor values between 0.4 – 0.7. The loading factor value is less than 0.7 but still above 0.4 and the construct's internal consistency and convergent validity values are still at the recommended values AVE > 0.5 and CR and Alpha > 0.7 so that these manifest variables (indicators) can still used. (Hair, 2022:118). So the latent variable measurement model in the research model used has good indicator reliability.

The results of the Internal Consistency Reliability assessment show that the measurement model for the four latent variables (Product Quality, Innovation, Customer Relationship Management, and Price) has good Internal Consistency Reliability. The composite reliability value obtained was greater than 0.7 and the Cronbach's alpha value was above 0.70.

Convergent Validity assessment of the measurement model in the PLS-SEM model using Average Variance Extracted (AVE) shows that the AVE value for each latent variable obtained meets the Convergent Validity criteria, namely, AVE is greater than 0.5.

Table 2. Discriminant Validity value (HTMT)

Relationship between Variables	Heterotrait-monotrait ratio (HTMT)
Price <-> Customer _Relationship_ Management	0.970
Innovation <-> Customer _Relationship_ Management	0.898
Innovation <-> Price	0.846
Quality _Product <-> Customer _Relationship_ Management	0.688
Quality _Product <-> Price	0.698
Quality _Product <-> Innovation	0.619

Discriminant validity assessment by looking at the Heterotrait-monotrait ratio (HTMT) value as shown in the table above shows that the Heterotrait-monotrait ratio (HTMT) value for most pairs of variables is less than 0.9 and overall the HTMT value is still less than 1. Value The results obtained show that the variables used in the research model already have good discriminant validity (Hair, 2022; 126).

B. Structural Model Testing (Inner Model)

Testing of the structural model (inner model) was carried out by looking at collinearity testing, effect size (f2), $Q^{2predict,}$ model fit assessment, and R-square value.

The results of multicollinearity test calculations using the Variance Inflation Factors (VIF) value approach show that there is no strong correlation between the independent variables in the SEM-PLS model used. This can be seen from the VIF values of most variables being smaller than 5, and some are bigger than 5 but still smaller than 10 so they can still be categorized as not having a multicollinearity problem (Hair, 2022).

Table 3. Multi-collinearity Test Results

Relationship between Variables	VIF
Price -> Customer _Relationship_ Management	1.000
Innovation -> Price	1.457
Quality_Product -> Price	1.457

The contribution of each construct to Price and Customer Relationship Management is shown by the effect size f2 value. F2 values equal to 0.02, 0.15, and 0.35 can be interpreted to mean that the latent variable predictor has a small, medium, and large influence (Hair, 2022). The effect size for the influence of product quality on price is 0.178, which is in the medium category. The effect size for the influence of innovation on prices is 0.593 and the effect size for the influence of prices on Customer Relationship Management is 2.160, both of which are in the large category. The results of calculating the effect size f2 are given in Table 4.

Table 4. Assessment of the Effect Size of Structural Model X on Y

Construct variable relationships	f Square	Information
Quality _Product -> Price	0.178	Medium
Innovation -> Price	0.593	Large
Price -> Customer Relationship Management	2.160	Large

Q-square (Q^2) is a predictive relevance measure of whether a model has predictive relevance or not. Q^2 prediction greater than 0 indicates the model has predictive relevance. $Q^2 > 0$ means low, $Q^2 > 0.25$ means moderate and $Q^2 > 0.5$ means high (Hair, 2019). The Q^2predict value for endogenous variables (Price and Customer Relationship Management) is above 0, indicating the model has predictive relevance. The Q^2predict value for both the Price variable and the Customer Relationship Management variable is greater than 0.5 (Q^2>0.5), indicating that the accuracy of the PLS path model prediction for Price and Customer Relationship Management is in the high category.

Table 5. $Q^{2predict}$

Endogen Variable	Q^2predict
Price	0.613
Customer Relationship Management	0.601

The R^2 value shows the accuracy of the predictions of the model. (Hair, 2022). An R2 value equal to 0.25 has a weak effect, 0.5 has a moderate effect and 0.75 has a substantial effect (Chin, 2010). The R-square results for the research model calculated using SmartPLS 4 software are presented in Table 6.

Table 6. Nilai R-Square

Connected Variabel	R-square	R-square adjusted
Price	0.623	0.619
Customer Relationship Management	0.684	0.682

These results show the large contribution of product quality and innovation to customer relationship management, thus indicating that the influence of exogenous variables on endogenous variables is included in the medium category.

The R-square for the Price variable was obtained at 0.623. These results show that 62.3% of the price variable is influenced by the product quality and innovation variables. The R2 value is in the range between 0.5 to 0.75, indicating that the prediction accuracy of the model has a fairly strong (moderate) effect. The R-square for the Customer Relationship Management variable was obtained at 0.684. These results show that 68.4% of the Customer Relationship Management variables are influenced by product quality, innovation, and price variables. The R2 value is in the range between 0.5 to 0.75, indicating that the prediction accuracy of the model has a fairly strong (moderate) effect.

To assess the suitability of the model in SEM-PLS, SRMR values obtained from SmartPLS4 software calculations were used. The condition used is that an SRMR value below 0.08 indicates a fit model, while an SRMR value in the range of 0.10 is still acceptable (Hair, et al. 2022:189). For the model used in this research, the SRMR calculation result was 0.102. SRMR values are still within the acceptable model range.

Table 7. Fit summary

	Saturated model	Estimated model
SRMR	0.102	0.109
d_ULS	3.140	3.577
d_G	1.685	1.731
Chi-square	1557.725	1577.490

NFI	0.634	0.630

Next, hypothesis testing was carried out to explain the direct and indirect influence of each research variable, namely product quality, innovation, price, and Customer Relationship Management. Hypothesis testing is carried out by comparing predetermined t-statistics or t-counts. The t-count produced in the bootstrapping test must be greater than the critical t (Critical Value), namely 1.96 for an α (significance level) value of 5% or a p-value below 0.05 (Hair et al. 2022: 192). A summary of the results of hypothesis testing can be seen in Table 8:

Table 8. Hypothesis Test

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P values
Product Quality -> Price	0.312	0.309	0.059	5.281	0.000
Innovation -> Price	0.571	0.574	0.050	11.461	0.000
Price -> Customer Relationship Management	0.827	0.828	0.024	34.604	0.000
Product Quality -> Price -> Customer Relationship Management	0.258	0.256	0.048	5.376	0.000
Innovation -> Price -> Customer Relationship Management	0.472	0.476	0.050	9.508	0.000

Source: PLS Calculation Results

a. The calculation result of the coefficient value for the influence of Product Quality on Price is 0.312 with a t-test statistic of 5.281 and a significance value of 0.000. The t^{count} value is greater than t^{table} = 1.96, so the Ho test result is rejected. The test significance value of 0.000 is smaller than 0.05, so the test conclusion is significant. So product quality affects price, where the better the product quality, the higher the price.
b. The coefficient value of the influence of Innovation on Price is 0.571 with a t-test statistic of 11.461 and a significance value of 0.000. The t^{count} value is greater than t^{table} = 1.96, so the Ho test result is rejected. The test significance value of 0.000 is smaller than 0.05, so the test conclusion is significant. So innovation affects prices, where the better the innovation, the higher the price.
c. The coefficient value of the influence of price on Customer Relationship Management is 0.827 with a t-test statistic of 34.604 and a significance value of 0.000. The t^{count} value is greater than t^{table} = 1.96, so the Ho test result is rejected. The test significance value of 0.000 is smaller than 0.05, so the test conclusion is significant. So the Price of Customer Relationship Management.
d. The calculation result of the coefficient value for the influence of product quality on Customer Relationship Management through Price is 0.258 with a t-test statistic of 5.376 and a significance value of 0.000. The t^{count} value is greater than t^{table} = 1.96, so the Ho test result is rejected. The test significance value of 0.000 is smaller than 0.05, so the test conclusion is significant. So product quality influences Customer Relationship Management through price, where the better the product quality, the higher the price.
e. The coefficient value of the influence of Innovation on Customer Relationship Management through Price is 0.472 with a t-test statistic of 9.508 and a significance value of 0.000. The t^{count} value is greater than t^{table} = 1.96, so the Ho test result is rejected. The test significance value of 0.000 is smaller than 0.05, so the test conclusion is significant. So Innovation has an effect on Customer Relationship Management through Price, where the better the Innovation, the higher the Price.

Based on Table 6, it can be seen that Product Quality has a significant influence on Customer Relationship Management through Price. Research findings show that product

quality has a significant influence on price, meaning that the higher the product quality and *Payung Geulis* innovation, the greater the customer satisfaction and emotional attachment to the product through price. (Bastian, 2019) stated that when customers are satisfied with the products they purchase, they tend to have a positive experience and feel recognized by the company. The good quality of *Payung Geulis* products creates a higher level of satisfaction because they not only meet functional expectations but also provide added value. This triggers an emotional connection between customers and brands, making them feel valued and personally connected.

Other findings show that innovation has a significant influence on price, where innovation in *Payung Geulis* products can increase customer attraction. The innovations implemented by *Payung Geulis* craftsmen have had a positive impact on customer perceptions and this creative industry. Customers tend to interact with companies that consistently apply innovation to their products or services. Innovation creates uniqueness and added value that is attractive to customers, thus strengthening their relationship with *Payung Geulis*. According to (Methasari et al., 2018), innovation is essential in differentiating companies from competitors, meeting ever-changing market needs, and creating added value for customers. Consistent innovation and high quality shape the company's image as an industry leader, creating a strong attraction for customers to establish long-term relationships.

Research also finds that price has a significant effect on customer relationship management. This means that price changes can be understood when relationships with customers are well maintained so that customers will more easily accept and understand these conditions. A positive relationship reduces the potential for resistance to price changes because customers feel that the craftsman understands and considers their needs and expectations. (Liung & Liung, 2017) Confirmed that customers will evaluate whether price changes are commensurate with the value they receive from the product or service. A strong relationship with a company can influence how customers evaluate price changes. Customers tend to assume that companies understand and meet their needs, so they are more likely to view price changes as a reasonable and rational move.

Research findings show that the influence of product quality not only has a direct impact on Customer Relationship Management but also indirectly influences price determination through this relationship. This means that high product quality not only influences the relationship between Payung Geulis craftsmen and customers but also plays a role in changing customer perceptions of price. (Sodek, 2020) suggests that customer perceptions of price are influenced by various factors, including the value provided by the product and its relationship with the company. High product quality creates a higher perception of value, which can ultimately influence the way customers evaluate prices. High product quality produces significant added value for customers. A strong relationship with the company then strengthens the perception of value and changes the customer's view of price. Customers will be more willing to pay a higher price if they feel that the product offers equal or greater value than the price paid.

This concept also applies to innovation. It was found that innovation not only directly influences Customer Relationship Management but also indirectly impacts pricing through this relationship. This suggests that innovation in products or services can create an environment conducive to positive customer relationships and also change their perception of price. According to him (Kumbara, 2021), innovation can create significant added value for customers. New features or improvements to a product create a better experience and provide greater value than before. Consistent innovation creates the perception that the company is always looking for ways to improve and provide the best for customers. Innovation creates a sense of progress and added value to the product,

which can influence how customers evaluate price. This creates an emotional bond and appreciation from customers, which can influence how they respond to price changes.

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CONCLUSION

1. The findings of this research illustrate that product quality and innovation in the *Payung Geulis* creative industry in Kahuripan village have a significant influence on prices and in turn, influence Customer Relationship Management.
2. Apart from that, there is an indirect impact of Product Quality and Innovation on Price and their perception of Customer Relationship Management. These findings show that product quality and product innovation play an important role in determining the price of a product and ultimately influence Customer Relationship Management.

Recommendations that can be considered by Payung Geulis craftsmen in Kahuripan village to improve their marketing performance and business management:

1. Prioritize improving product quality. Research findings show that Product Quality has a significant impact on Customer Relationship Management. Therefore, craftsmen can invest in improving the quality of materials, designs, and production processes. Providing high-quality products, customers will feel satisfied and emotionally connected with *Payung Geulis* products.
2. Continuously innovate *Payung Geulis* products. Innovation is proven to have a positive impact on Customer Relationship Management. Customers are often attracted to products that offer new features or improvements that enhance their experience. Striving to introduce innovation in the design, features, or use of *Payung Geulis* products. This not only strengthens the customer-brand relationship but also generates greater added value.
3. Paying in-depth attention to Customer Relationship Management where it can play an important role in shaping customer perceptions of prices. Another strategy is to maintain good communication with customers, listen to their input, and provide responsive service. Positive customer relationships will help reduce resistance to Price changes and foster a better understanding of the reasons behind the changes.
4. Take advantage of the finding that Product Quality and Innovation also have an indirect impact on price. This underlines that strengthening customer relationships and improving Product Quality and Innovation can help change customer perceptions of Price, namely by offering products that meet expectations and provide added value, customers will be more likely to view Price as a reasonable investment.

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