The Influence Of Price Perception, Product Quality, And Brand Image On Consumer Satisfaction In Samsung Smartphone Users

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Abstract. This study aims to examine and analyze the effect of perceived price, product quality, and brand image on consumer satisfaction. The population in this study are Samsung smartphone users. The sampling technique uses a purposive sampling technique with the criteria of having purchased and used a Samsung smartphone and consumers who are at least 17 years old. The data collection technique uses an online questionnaire through the Google form. The number of respondents used was 125 respondents. Data analysis used multiple linear regression analysis, assisted by the SPSS version 25 program. The results of this study showed that the Adjusted R^2 result was 63.3%, meaning that the remaining 36.7% was influenced by other variables not analyzed in this study. The results of the F test state that the variable price perception, product quality, and brand image have an effect simultaneously or jointly on consumer satisfaction. The results of the t test prove that perceived price and brand image have a positive and significant effect on consumer satisfaction. While product quality has no effect on consumer satisfaction.

Keywords: Price Perception, Product Quality, Brand Image, and Consumer Satisfaction

INTRODUCTION

Indonesia is one of the countries with the most internet users using smartphone devices in the world. This can be seen from the large number of internet users in Indonesia according to the We Are Social report, there were recorded as many as 204.7 million smartphone users in Indonesia in early 2022. In fact, the use of smartphones in Indonesia has continued to increase in the last five years [1]. This shows that the current smartphone market situation continues to grow, due to the increasing demand of the Indonesian people for smartphones. Smartphone is one of the fastest growing industries. In fact, every year there are almost always innovations or new products from smartphones. One of the most popular smartphone products in Indonesia today is the Samsung smartphone [2].

Samsung is a smartphone released by a giant company in South Korea. The company managed to dominate smartphone sales after successfully collaborating with Android as the main operating system for their product. Since then, Samsung smartphones have become one of the smart phones that are most in demand by many groups, including smartphone users in Indonesia [3]. The following is Samsung smartphone sales data in Indonesia in the last 5 years according to the Top Brand Index (**TABLE 1**).

TABLE 1 Samsung Smartphone Sales Data in Indonesia for 2018 – 2022

BRAND	TOP BRAND INDEX					TOP
	2018	2019	2020	2021	2022	
Samsung	48,60%	45,80%	46,50%	37,10%	33,00%	Top

| Oppo | 11,20% | 16,60% | 17,70% | 19,30% | 20,60% | |
| Xiaomi | 5,50% | 14,30% | 10,10% | 12,40% | 11,20% | |

Sumber : topbrandindex.com [4]

Based on **TABLE 1**, it shows that Samsung smartphones are the top sales brand with the highest sales in 2018 – 2022. From this data there is a business phenomenon that occurs, namely Samsung smartphone sales have fluctuated, if this is allowed it will have an adverse impact on a brand. Samsung smartphone sales in 2018 and 2019 decreased by 2.80% from 48.60% to 45.80%, then in 2020 it increased by 0.70% from 45.80% to 46.50%, then in in 2021 there was a decrease of 9.40% from 46.50% to 37.10%, finally in 2022 there was another decrease of 4.10% from 37.10% to 33.00%. This is important to study because the condition of the number of Samsung smartphone sales should be stable and not fluctuating. Therefore, this research needs to be conducted to determine the level of satisfaction of Samsung smartphone consumers.

Consumer satisfaction is an important factor for a company to find out whether its product meets all consumer expectations or not. Besides that, it can also be used to show consumer intentions to buy products and show consumers remain loyal to the company and not switch to competing products [5]. Consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or result against their expectations. If performance fails to meet expectations, consumers will be dissatisfied. If performance exceeds expectations, consumers will be very satisfied or happy [6]. In this study, researchers are interested in three variables, namely perceived price, product quality, and brand image because these variables still have research gaps from various previous studies, so this research wants to re-examine the variables of perceived price, product quality, and brand image on customer satisfaction. consumer.

Price Perception is concerned with how price information is understood by consumers and made meaningful to them. Often consumers do not remember exactly the price they have purchased, but consumers can remember that the price of the product in question is cheap or expensive, appropriate or not in accordance with the quality provided to consumers [7]. Price perception is one of the factors that influence consumer satisfaction, because the level of a price and the benefits obtained are the benchmarks for achieving satisfaction [8]. Previous studies have proven that price perceptions have a positive and significant effect on consumer satisfaction [9], [10], [11], [12]. In addition, there are differences that prove that price perceptions have no effect on consumer satisfaction [13].

Product quality is one of marketers main positioning tools. Quality has a direct impact on product or service performance. Therefore, quality is closely related to customer value and satisfaction [14]. Product quality is a major factor that is important to be considered by consumers, quality is closely related to consumer value and happiness because it directly affects how well the product or service operates. Good product quality will motivate consumers to buy [15]. Previous studies have proven that product quality has a positive and significant effect on customer satisfaction [16], [17], [18], [19]. In addition, there are differences that prove product quality has no effect on consumer satisfaction [20].

Brand image is a name, term, sign, symbol, design, or a combination of these, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors' products [21]. Brand image is an impression and perception that arises and remains in the minds of consumers when considering a product. There is a tendency that consumers will choose products that are well known through experience using the product or based on information obtained from various sources [22]. Previous studies have proven that brand image has a positive and significant effect on consumer satisfaction [23], [24], [25], [26]. In addition, there are differences that prove brand image has no effect on consumer satisfaction [27].

Based on the phenomena and research gaps from the background above, the authors are interested in conducting research with the title the influence of price perceptions, product quality, and brand image on consumer satisfaction in Samsung smartphone users. The formulation of the problem posed is whether perceived price, product quality, and image affect consumer satisfaction. The purpose of this study was to examine and analyze the effect of perceived price, product quality and brand image on consumer satisfaction.

METHODS

The population in this study are all consumers who have purchased and used Samsung smartphone products. Sampling used a purposive sampling technique with the criteria of having purchased and used a Samsung smartphone and consumers who were at least 17 years old. Determining the number of samples using the Lameshow formula obtained a minimum number of 96 samples. The type of data used is quantitative data in the form of numbers and analysis using statistics. Source of data using primary and secondary data. The data collection technique used an online questionnaire via the Google form, with a Likert scale score of 1-7. Data analysis was assisted by the SPSS version

25 program, which included validity tests, reliability tests, descriptive statistical analysis of respondents and variables, then multiple linear regression analysis which contained the R2 coefficient of determination test, F test and t test.

RESULTS AND DISCUSSION

Based on the results of distributing questionnaires online with the Google form. Of the 134 questionnaires distributed, there were 125 completely filled out questionnaires and 9 incomplete questionnaires, so that the respondent data analyzed in this study were 125.

VALIDITY TEST
In this study the validity test was carried out using factor analysis, with the criterion that if the KMO value was > 0.5 then factor analysis could be carried out, and if the component matrix value was > 0.4 then each item was said to be valid. The results of the validity test can be seen in the **TABLE 2.**

TABLE 2. Validity Test

Variable	KMO > 0,5	Indicator	Component Matrix > 0,4	Information
Price Perception (X1)	0,775	X1.1	0,819	Valid
		X1.2	0,842	Valid
		X1.3	0,809	Valid
		X1.4	0,811	Valid
Product quality (X2)	0,919	X2.1	0,841	Valid
		X2.2	0,907	Valid
		X2.3	0,892	Valid
		X2.4	0,875	Valid
		X2.5	0,803	Valid
		X2.6	0,871	Valid
		X2.7	0,801	Valid
		X2.8	0,732	Valid
Brand Image (X3)	0,861	X3.1	0,837	Valid
		X3.2	0,825	Valid
		X3.3	0,827	Valid
		X3.4	0,802	Valid
		X3.5	0,741	Valid
Consumer Satisfaction (Y)	0,797	Y.1	0,893	Valid
		Y.2	0,871	Valid
		Y.3	0,923	Valid
		Y.4	0,883	Valid

Source: Primary data processed, 2023

Based on **TABLE 2**, the results of the validity test for all variables show a KMO value of > 0.5, which means that they meet the sample adequacy requirements. In addition, the component matrix value is > 0.4, which means that all indicators used in this study are valid. So that the statement indicators of price perception variables, product quality, brand image, and consumer satisfaction are declared valid. Thus the answers to the questionnaire can be used for research and the number of samples specified is sufficient.

RELIABILITY TEST
In this study the reliability test was carried out using Cronbach alpha (α). This means that a variable is declared reliable if Cronbach alpha (α) > 0.7. The results of the reliability test can be seen in the **TABLE 3**.

TABLE 3 Reliability Test

Variable	Cronbach alpha	Criteria	Information
Price Perception (X1)	0,830	> 0,7	Reliable
Product quality (X2)	0,941	> 0,7	Reliable
Brand Image (X3)	0,857	> 0,7	Reliable
Consumer Satisfaction (Y)	0,911	> 0,7	Reliable

Source: Primary data processed, 2023

Based on **TABLE 3**, the results of the reliability test for all variables show the value of Cronbach alpha (α) > 0.7, which means that all variables can be declared reliable and the indicators used to measure variables are said to be reliable and can be trusted as a measuring tool.

MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression analysis aims to examine the effect of the independent variables on the dependent variable. In this study to examine the variable price perception (X1), product quality (X3), brand image (X3), and consumer satisfaction (Y). which can be seen in the following **TABLE 4**.

TABLE 4 Multiple Linear Regression Results

Equality	Adjusted R^2	Uji F		Uji t			Information
		F	Sig	Beta	t	Sig	
Y = β1X1 + β2X2 + β3X3 + e	0,633	72,242	0,000				
Price Perception (X1)				0,383	4.538	0,000	H1 accepted
Product quality (X2)				- 0,326	- 1.808	0,073	H2 rejected
Brand Image (X3)				0,789	4.576	0,000	H3 accepted

Source: Primary data processed, 2023

Based on table 4 it can be seen that the regression equation from the calculation results is as follows :

$$Y = β1X1 + β2X2 + β3X3 \quad (1)$$
$$Y = 0,383X1 + - 0,326X2 + 0,789X3 \quad (2)$$

Based on the results of the multiple linear regression equation above, it can be seen that the regression coefficient value of the price perception variable (X1) is 0.383, the product quality variable (X2) is -0.326, and the brand image variable (X3) is 0.789. This shows that the variable that has the greatest influence on consumer satisfaction is brand image as indicated by the regression coefficient value of 0.789, followed by the price perception variable with the regression coefficient value of 0.383. Meanwhile, the smallest variable affecting customer satisfaction is product quality with a regression coefficient of -0.326.

DETERMINATION COEFFICIENT TEST (R^2)

In this study the value of the coefficient of determination or adjusted R^2 is said to be quite good if the value is above 0.5. The greater the value of the coefficient of determination, the better the model's ability to explain variations in the dependent variable. Based on table 3 above, the Adjusted R^2 value is 0.633. This means that the ability to explain the variable perception of price, product quality, and brand image on Samsung smartphone consumer satisfaction is 0.633 x 100% = 63.3%, while the remaining (100% - 63.3% = 36.7%) is influenced by other variables not analyzed in this study.

SIMULTANEOUS TEST (TEST F)

To find out the results of the F test, it can be seen that the significance value of F is provided that if the resulting significant value is <0.05 then the independent variables jointly affect the dependent variable, and if the resulting significant value is > 0.05 then the independent variables together have no effect to the dependent variable

Based on **TABLE 3** above, the calculated F value is 72.242 and the significance value of all independent variables is 0.000 or <0.05. From these results it can be concluded that the variable price perception (X1), product quality (X2), and brand image (X3) influence simultaneously or together on consumer satisfaction (Y).

HYPOTHESIS TEST (T TEST)

To find out the results of the t test, it can be seen that the significance value of t with the provisions, if the resulting significant value is <0.05 then the hypothesis can be accepted, meaning that the independent variable has a significant effect on the dependent variable, and if the resulting significant value is > 0.05 then the hypothesis is rejected. meaning

that the independent variable has no significant effect on the dependent variable. Based on the results of the hypothesis test (t test) in table 3 above it can be explained as follows :

1. H1 price perception has a positive and significant effect on consumer satisfaction
    Based on **TABLE 3** above, the results of the significance value of the price perception variable (X1) are 0.000 or <0.05 and the regression coefficient value is 0.383. This means that price perception has a positive and significant effect on consumer satisfaction (H1 is accepted).

2. H2 Product quality has a positive and significant effect on consumer satisfaction
    Based on **TABLE 3** above, the results of the significance value of the product quality variable (X2) are 0.073 or > 0.05 and the regression coefficient value is -0.326. This means that product quality has no effect on consumer satisfaction (H2 is rejected).

3. H3 Brand image has a positive and significant effect on consumer satisfaction
    Based on **TABLE 3** above, the results of the significance value of the brand image variable (X3) are 0.000 or <0.05 and the beta coefficient value is 0.789. This means that brand image has a positive and significant effect on consumer satisfaction (H3 is accepted).

DISCUSSION

Based on the results of research on price perception, product quality, and brand image on consumer satisfaction. Then it can be concluded as follows :

1. The effect of price perceptions on consumer satisfaction
    Based on the results of hypothesis testing, price perceptions have a positive and significant effect on consumer satisfaction. This means that the better the consumer's perception of price, the higher the consumer satisfaction. This is in line with the statement explaining that price perception is one of the factors that influence consumer satisfaction, because the level of a price and the benefits obtained are the benchmarks for achieving satisfaction [8]. In this study, the X1.2 indicator has the highest average value of 5.76 with the statement that the price offered for a Samsung smartphone is in accordance with the quality of the product. The results of this study are supported by previous research which proves that the price perception variable has a positive and significant effect on consumer satisfaction [9], [10], [11], [12].

2. The effect of product quality on consumer satisfaction
    Based on the results of hypothesis testing, product quality has no effect on consumer satisfaction. This means that product quality does not reflect its quality, so that the level of customer satisfaction for Samsung smartphones is not affected by product quality. This is not in line with the statement explaining product quality is the main factor that is important to be considered by consumers, quality is closely related to consumer value and happiness because it directly affects how well the product or service operates. Good product quality will motivate consumers to buy [15]. In this study, the X1.6 indicator has the lowest average value of 5.50 with the statement that when accessing, Samsung smartphones have high speed. The results of this study are supported by previous studies which prove that product quality has no effect on consumer satisfaction [20], [27].

3. The effect of brand image on consumer satisfaction
    Based on the results of hypothesis testing, brand image has a positive and significant effect on consumer satisfaction. This means that the better the brand image of the product, it will further increase consumer satisfaction. This is in line with the statement that explains brand image is an impression and perception that arises and makes an impression on consumers' minds when they remember a product [22]. In this study, the X3.4 indicator has the highest average value of 5.98 with the statement that Samsung is a smartphone product that has a good reputation compared to other smartphone products. The results of this study are supported by previous research which proves that brand image variables have a positive and significant effect on consumer satisfaction [23], [24], [25], [26].

CONCLUSIONS

The model in this study is feasible to use because it obtained a coefficient of determination (R2) of 0.633 or 63.3% meaning that variations in consumer satisfaction variables can be explained by price perception, product quality, and brand image variables. While the remaining 36.7% is influenced by other variables not analyzed in this study. In addition, the most dominant variable influencing consumer satisfaction is brand image with a regression coefficient value of 0.789 followed by perceived price with a regression coefficient value of 0.383 and product quality with a

regression coefficient value of -0.326. This shows that Samsung smartphone users are more concerned with product brand image.

Limitations in this study, data were taken using a questionnaire which was distributed online via the Google form, so that the researcher could not fully control the sincerity and correctness of the respondents in providing answers according to the real situation.

The results of this study support the theories used by researchers as the basis for this study, especially theories that explain the effect of perceived price, product quality, and brand image on consumer satisfaction. While the results of research on product quality variables on consumer satisfaction are not in line with the theory used, because the research results prove that product quality has no effect on consumer satisfaction.

The results of this study prove that price perceptions have a positive and significant effect on consumer satisfaction. This has implications for Samsung to pay more attention to and consider price competition with other brands of smartphone products. product quality has no effect on consumer satisfaction. Even though product quality has no effect, this can be a reference material for companies to consider the quality of products issued. Brand image has a positive and significant effect on consumer satisfaction. This has implications for Samsung to maintain and improve its brand image.

Recommendations for further research can be added to several variables outside of this study, for example promotions, features, product innovation, country of origin, etc. In addition to using a questionnaire to support the objectivity of filling out the questionnaire, researchers can make observations on respondents, because by making observations, more accurate data will be obtained.

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