

## The Effect of Perceived Product Quality and Price on Local Brand Fashion Consumer Satisfaction

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### ABSTRAK

Fashion trends in Indonesia have continued to grow rapidly in recent years. This has created an increasingly competitive environment and global and local brands continue to compete to meet people's needs. This study examines the effect of perceived product quality and price on consumer satisfaction with local fashion products of brand X. This cross-sectional study used a purposive sampling technique. Data were collected offline with an accidental sampling technique using a questionnaire with 182 respondents. The data were processed and analyzed using Microsoft Excel 2021, SPSS 26, and SMART-PLS 3. The results show that there is no relationship between the respondent characteristics and perceived product quality, price, and customer satisfaction. Furthermore, perceived product quality has a positive and significant effect on the perceived price and customer satisfaction. Price perception also has a positive and significant effect on customer satisfaction.

## 1. INTRODUCTION

The fashion industry is a global industry with an unpredictable demand. This is due to rapid changes in fashion trends, which can change within a monthly period (Azizah, 2022). Rapid changes in trends cause clothing production to increase to meet the needs of the community (Sarasmitha et al., 2022). Fashion products are the most popular among Indonesians. Data on the proportion of the number of product transactions in e-commerce explain that fashion products have the highest percentage (58 %) compared to other products (JakPat, 2022). This finding indicates that fashion is a potential industry. This potential creates intense competition for companies engaged in the fashion industry, for both international and local brands. Thus far, global brands have been considered by consumers to be superior to local brands because they have good quality and high prestige value (Nadiya & Wahyuningsih, 2020).

Indonesia has many local clothing brands, the quality of which is not inferior to that of foreign clothing. Some well-known local clothing brands, such as Roughneck (1991), Bloods, 3Second, Screamous, Lea, and Eiger, are also widely favored by consumers in Indonesia. One clothing brand currently favored by young people is X Apparel. This brand has fashion products with attractive designs and affordable price. Brand X is a local brand established in 2010 that sells products in the form of t-shirts, flannels, hoodies, parkas, striped, long sleeves, slingbags, chinopants, coach jackets, denim jackets, slip-on shoes, and sandals. The brand's target market is young people or millennials ranging from 15-30 to years old, with travel needs that are comfortable and suitable for consumers. The local brand founded by Muhammad Saddam saw its name soar in 2015. By the end of 2015, the sales of brand X had reached a turnover of 20 billion rupiah (Irwan, 2016).

Currently, brand X has 86 stores throughout Indonesia, with sales turnover continuing to increase significantly. During the covid-19 pandemic, from March 2020 to January 2021, this brand was able to adapt to fashion trends, so it is not surprising that its sales turnover soared to more than IDR 100,000,000,000.00 (Riandi, 2022). This can occur because brand X continues to create product innovation that appeals to consumers. This local brand has also made proud achievements, such as the Indonesian World Record Museum (MURI) recording for one hour of the most t-shirt sales online in 2019 to appear at New York Fashion Week (NYFW) 2022 in collaboration with e-commerce platforms and well-known artists in Indonesia (Investor.Id, 2022). Thus, it cannot be denied that this brand has the right marketing strategy for understanding the situation and conditions of consumer needs in Indonesia. In addition, brand X pays attention to the quality of its products to provide satisfaction to its consumers. Rustanti et al. (2022) explain that consumer purchase satisfaction can occur because consumers have a good-quality perception of the product.

X Official Shop is a store that strongly marketed local fashion products. Therefore, it is unsurprising that this brand has a fairly good purchase rating in the fashion category of the marketplace. However, hundreds of thousands of disappointed consumers have low star ratings. The number of negative consumer ratings and reviews in several marketplaces is closely related to consumer satisfaction. Consumer dissatisfaction usually occurs because of the mismatch between purchased products and consumer expectations. The forms of consumer dissatisfaction in conducting online transactions are characterized by complaints, one-star store ratings, changing brands, not recommending to family or friends, stopping use, and asking for compensation (Zheng, 2021). Consumers who buy brand X products usually consider the product quality. Consumers do not want to waste money spent on products that do not provide satisfaction (Hoe, 2018). Problems related to consumer dissatisfaction with product quality can be caused by poor product quality, product features that do not meet consumer needs, unclear product information, and a lack of consumer support (Ettah & Pondaag, 2019). Additionally, price factors are thought to affect consumer satisfaction with the brand. Park and Jim (2020) explain that consumer problems related to the perception of the price of a fashion product can be in the form of overpricing, price differences between physical and online stores, fake discounts or sales, and prices that are not comparable to product quality.

Based on the above problems, researchers are interested in examining the relationship between perceived product quality, perceived price, consumer satisfaction with brand X fashion products, and socio-demographic characteristics. Researchers have chosen brand X because of its increasing development, which has impacted current fashion trends. Therefore, this study aims to: 1) identify respondent characteristics, perceived product quality, perceived price, and consumer satisfaction with local fashion products of brand X; 2) analyze the relationship between respondent characteristics and perceived product quality, perceived price, and consumer satisfaction with local fashion products of brand X; and 3) analyze the effect of perceived product quality and perceived price on consumer satisfaction with local fashion products of brand X.

## 2. LITERATURE REVIEW

### Consumer Behavior

Consumer behavior refers to the overall actions, activities, and psychological processes that drive consumers to buy, use, spend, and evaluate products (Sumarwan, 2014). Firmansyah (2018) defined consumer behavior as a process related to the purchasing process, and in these activities, consumers do things such as searching, researching,

and evaluating products or services. Consumer behavior can also be defined as the study of decision-makers (individuals, groups, or organizations) making decisions to buy or make more purchase transactions, either for consumption or resale (Umar 2002). Advances in technology and the development of shopping methods have led consumers to have behavioral changes that occur not only to focus on the goods purchased, but also when searching for and ordering goods (Malc et al., 2016).

According to Kotler and Keller (2016), four main factors influence consumers' purchasing behavior: social, cultural, personal, and psychological. Social factors that influence consumer behavior include groups, families, roles, status, and consumer references. Cultural factors relate to circumstances that determine desires and regulate a person's behavior. This is because everyone is born in their own culture and subculture. Furthermore, personal factors are related to the characteristics of these consumers (e.g., gender, lifestyle, self-concept, occupation). The last factor, namely psychological factors, is inherent in a person and is divided into motivation, knowledge, perceptions, and beliefs in choosing a product.

### **Perceived Product Quality**

Schiffman and Kanuk (2008) define a product as a good and/or service offered by a producer that aims to meet the needs, desires, and satisfaction of consumers. Product quality is a product's ability to demonstrate its function, including reliability, product time, ease of use, and other values (Kotler & Keller, 2016). Perception of Product quality perception is a consumer assessment of a product's superiority in terms of its function relative to other similar products (Marlina & Yuniati, 2020). Consumer assessment of a product can directly influence purchasing decisions and brand loyalty (Sopiyan, 2020).

### **Price Perception**

Perception is the process used by individuals to search for, organize, and interpret information inputs in order to create meaningful views (Mowen & Minor, 2002). Kotler and Armstrong (2012) explain that price is an element of the marketing mix that is valuable to consumers in owning or using a product or service. Price perception is related to how consumers understand and interpret price-related information. Price perception is a consumer assessment that compares the amount of sacrifice to what is obtained from a product or service (Kusdiah, 2012). Yasri et al. (2020) also suggested that price perception is an emotional form of consumer judgment regarding whether the price offered by the seller is reasonable and acceptable.

### **Consumer Satisfaction**

Kotler and Keller (2016) defined satisfaction as a person's feeling of pleasure or disappointment, because they compare the performance or results of a product that has been perceived against their expectations. If performance fails to meet expectations, the consumer will be dissatisfied; if performance matches expectations, the consumer will be satisfied; if performance exceeds expectations, the consumer will be very satisfied or happy. Feelings of pleasure or disappointment usually arise after consumers compare the performance of a product or service to what is expected (Espejel et al., 2008).

Customer satisfaction is an essential issue for all sectors of the economy, including trade and services, as it influences consumer choice (Jokhu & Kawilarang, 2021). Consumer satisfaction can be defined as a condition that is important to consumers when their needs, wants, and expectations are met by the products or services consumed (Nasution, 2005). The concept of consumer satisfaction and dissatisfaction is an important aspect that companies must understand, because it can influence subsequent consumer decisions. This indicates that consumer satisfaction is a perception of the extent to which a company's employees' performance in serving consumers increases their expectations and desires (Choi & Choo, 2016). In addition, experts such as Giese and Cote (2000) mention that customer satisfaction can be a response (emotional or cognitive) that focuses on certain things (expectations, products, and consumption experiences) and occurs at a certain time (after choosing and consuming).

### **Framework**

The study "The Effect of Perceived Product Quality and Price on Local Brand Fashion Consumer Satisfaction" uses the variables of perceived product quality, perceived price, and also customer satisfaction. The general objective of this study is to analyze the effect of the independent variables (perceived product quality and perceived price) on the dependent variable (customer satisfaction). The characteristics of the respondents in this study were gender, age, latest education, occupation, and monthly income. These characteristics are thought to be related to the perceived product quality, perceived price, and customer satisfaction. The research framework is illustrated in Figure 1.

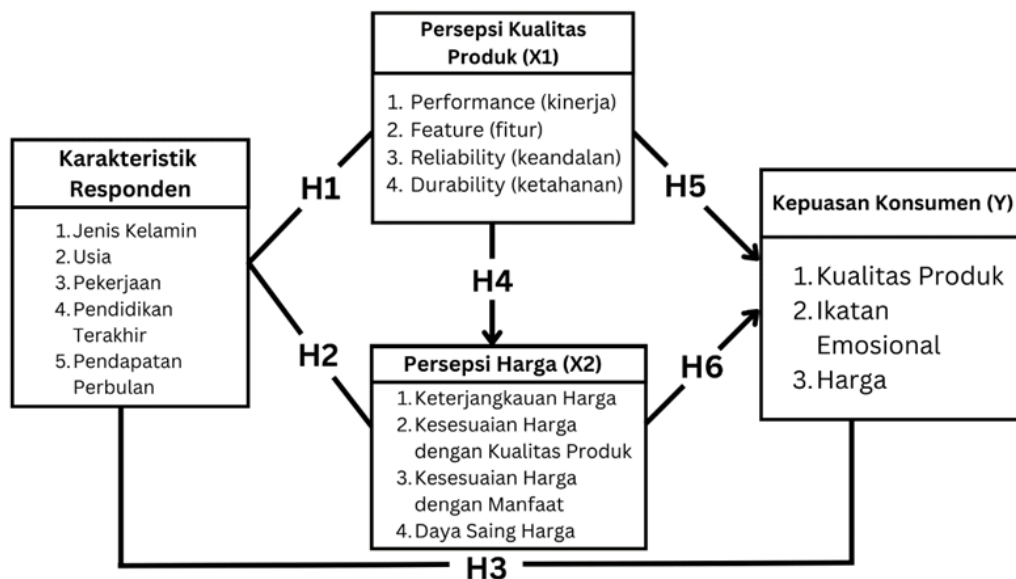


Figure 1 Framework

Based on the framework in Figure 1, the hypotheses in this research are:

- H1: There is a relationship between respondent characteristics and perceived product quality
- H2: There is a relationship between respondent characteristics and price perceptions
- H3: There is a relationship between the characteristics of respondents and customer satisfaction
- H4: Perceived product quality affects price perceptions
- H5: Perceived product quality affects customer satisfaction
- H6: Price perceptions affect customer satisfaction

### 3. METHOD

The design used in This is a cross-sectional study. Data collection was conducted offline through the distribution of paper-based questionnaires filled in by the respondents. This study was conducted from January to June 2023 (six months), with data collected from May 29 to June 13, 2023. The research was conducted at the Thamrin City Mall in Central Jakarta, which has an X Apparel store.

The population of this study is the people of DKI Jakarta who bought X branded products in the past year. The sample criteria used were individuals who lived in the DKI Jakarta area, visited the X Apparel store located at the Thamrin City mall in Central Jakarta, and had used brand X products in the past year. The sample withdrawal in this study used a non-probability sampling method with an accidental sampling technique, namely, the data collection process based on the sample encountered and willingness to volunteer to fill out the questionnaire.

The data collected in this study were the primary data. Primary data were obtained from paper questionnaires filled out by respondents visiting the X Apparel store, which were distributed offline. The questionnaire was used to obtain data related to the variables studied, namely perceived product quality and perceived price, adapted from Purwanto (2014) and Harith et al. (2014) in Simanjuntak and Yuliati (2017). The consumer satisfaction variable was adapted from Agyapong (2011) and Simanjuntak and Yuliati (2018).

Data processing and analysis were performed using Microsoft Excel 2021, the Statistical Program for Social Sciences (SPSS) 26, and SMART-PLS 3. Data analysis included descriptive analysis, correlation tests, and Structural Equation Modeling (SEM). The measurement scale of the variable instrument for perceived product quality, price, and customer satisfaction uses a Likert scale in the form of an ordinal measurement scale. The Likert scale used in this study

was strongly agree, agree, disagree, and strongly disagree. The highest value is given a weight of four in the strongly agree option, and the lowest value is given a weight of one in the strongly disagree option. The sum score of each variable was transformed into an index that was then grouped into three cut-off point categories: ( $i < 60$ ) for the low category, ( $i = 60-80$ ) for the medium category, and ( $i > 80$ ) for the high category.

#### 4. RESULT AND DISCUSSION

##### RESULT

##### Characteristics of Respondents

A total of 182 respondents were included in this study. The results showed that the gender of the respondents was dominated by women (58.8%). Most respondents were in the late teenage category, with an age range of to 18-25 years (32.4%). More than half of the respondents had bachelor's degrees (50.5%). The majority of the respondents were students (26.4%). Income per month with the highest number of respondents in the range of IDR 3,000,001–5,000,000 (20.9%). The distribution of the respondents' characteristics is shown in Table 1.

Table 1. Respondent Characteristics

Respondent Characteristics	n	%
<b>Gender</b>		
Male	75	41,2
Female	107	58,8
Total	182	100
<b>Age</b>		
14-17 years	15	8,2
18-25 years	59	32,4
26-35 years	46	25,3
36-45 years	48	26,4
46-55 years	12	6,6
56-65 years	1	0,5
>65 years	1	0,5
Total	182	100
<b>Last Education</b>		
Elementary school graduate	5	2,7
Junior high school graduate	17	9,3
High school graduate	68	37,4
Bachelor's degree	92	50,5
Total	182	100
<b>Occupation</b>		
Student	48	26,4
Private/State Owned Enterprise Employee	47	25,8
Civil Servant/NI/Police	24	13,2
Entrepreneur	42	23,1
Not working	7	3,8
Housewife	8	4,4
Content creator	3	1,8
Video editor	1	0,5
Midwife	1	0,5
Retired	1	0,5
Total	182	100
<b>Monthly Income</b>		
< Rp1,000,000	34	18,7
Rp1.000.001-Rp3.000.000	33	18,1
Rp3.000.001-Rp5.000.000	38	20,9
Rp5.000.001-Rp7.000.000	24	13,2
Rp7.000.001-Rp9.000.000	26	14,3
> Rp9,000,001	27	14,8
Total	182	100

#### Perceived Product Quality, Perceived Price, and Consumer Satisfaction

The results show that the highest dimension of the perceived product quality variable was durability, the highest dimension of the price perception variable was price-to-benefit, and the highest dimension of the customer satisfaction variable was product quality. More than half of the respondents (55.5%) perceived product quality as high. Furthermore, 83 respondents (45.6%) reported price perceptions in the medium category. Finally, 93 respondents (51.1%) had a level of customer satisfaction classified in the high category (Table 2).

Table 2. Descriptive analysis

Category	Perceived Product Quality		Perceived Price		Consumer Satisfaction	
	n	%	n	%	n	%
Low (<60)	14	7,7	21	11,5	22	12,1
Medium (60-80)	67	36,8	83	45,6	67	36,8
High (>80)	101	55,5	78	42,9	93	51,1
Total	<b>182</b>	<b>100,0</b>	<b>182</b>	<b>100,0</b>	<b>182</b>	<b>100,0</b>
Min-max	11,11 – 100,00		8,30 – 94,40		14,81 – 100	
Mean ± STDEV	77,45 ± 17,18		73,26 ± 16,60		76,00 ± 17,11	

**Relationship between Respondent Characteristics and Perceptions of Product Quality, Price Perceptions and Consumer Satisfaction**

A correlation test was conducted to examine the relationship between the respondents’ characteristics and the variables of perceived product quality, perceived price, and customer satisfaction. Table 3 shows that all indicators of respondent characteristics have positive results, with a value > 0.05, which means that there is no significant relationship between respondent characteristics and perceptions of product quality, price, and customer satisfaction. Thus, **H1, H2, and H3 are rejected.**

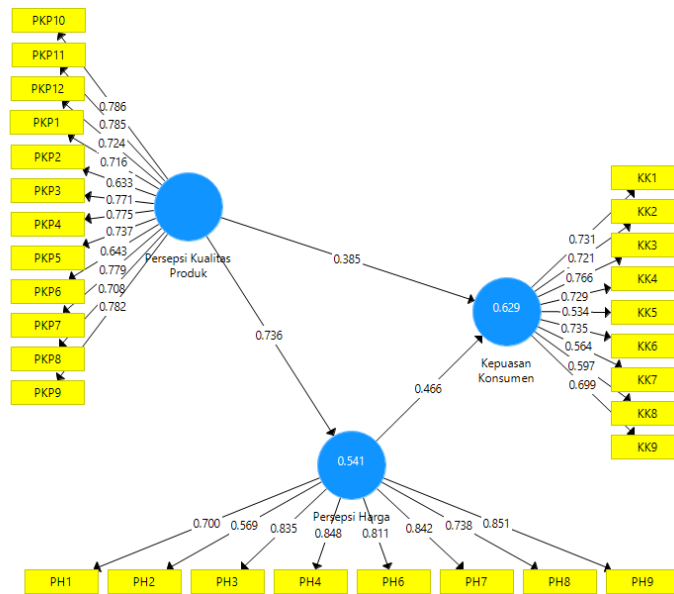
Table 3. Relationship between respondent characteristics and perceived product quality, perceived price, and customer satisfaction

Respondent Characteristics	Perceived Product Quality (p-value)	Perceived Price (p-value)	Consumer Satisfaction (p-value)
Gender	0,910	0,430	0,845
Age	0,298	0,451	0,716
Last Education	0,763	0,335	0,474
Occupation	0,905	0,134	0,581
Income per month	0,574	0,200	0,892

**SEM Analysis**

An outer model evaluation was conducted to determine the validity and reliability of each variable. Indicators must have a factor loading value > 0.5, so that the model can be accepted. The final structural equation model used in this study is shown in Figure 2.

Figure 2 Final Structural Equation Model



Subsequently, validity and reliability testing was carried out by looking at the Composite Reliability (CR) with the condition that the CR value  $\geq 0.7$ , Cronbach's alpha (CA) with the condition that the CA value  $\geq 0.6$ , and Average Variance Extracted (AVE) with the condition that the AVE value  $\geq 0.5$ . Table 4 shows that the three variables met Cronbach's alpha (CA) and Composite Reliability (CR) requirements. The Average Variance Extracted (AVE) value of the variable price perception and customer satisfaction met the requirements, while the perceived product quality variable had a value of  $< 0.5$ . According to Ghazali (2016), this is still acceptable and is considered valid and reliable because it has qualified Cronbach's alpha (CA) and Composite Reliability (CR) values.

Table 4. Results of CA, CR, and AVE Values

Latent Variable	Composite Reliability (CR)	Cronbach Alpha (CA)	Average Variance Extracted (AVE)
Perceived Product Quality	0,853	0,884	0,462
Price Perception	0,905	0,924	0,608
Consumer Satisfaction	0,924	0,935	0,545

Furthermore, an inner model evaluation analysis was conducted to describe and examine the correlation between endogenous and exogenous latent variables and their effects. This can be seen using the coefficient of determination (R<sup>2</sup>) parameter and overall model fit. Table 5 shows that the customer satisfaction variable research model has an adjusted R Square value of 0.625, which means that the customer satisfaction variable can be explained by the perceived product quality and price perception variables by 62.5%, and the rest (37.5%) are influenced by other variables not examined in this study. Furthermore, the price perception variable has an adjusted R Square value of 0.539, which means that the price perception variable can be explained by the perceived product quality variable by 53.9%, and the rest (46.1%) are influenced by other variables not examined in this study.

Table 5. Results of Adjusted R Square Value

	R Square	Adjusted R Square
Consumer Satisfaction	0,629	0,625
Price Perception	0,541	0,539

The next step was the fit model test or model feasibility using the goodness-of-fit indicator. Table 5 shows that this research model based on the standardized root mean square (SRMR) is in the good fit category (strong), whereas the Root Mean Square Theta (RMS Theta) and Normed Fit Index (NFI) are in the poor fit category (weak). If it is calculated based on the Normed Fit Index (NFI), the fit of this research model is 76.7% and can be categorized as strong. In addition, Goodness of Fit (GOF) also shows that this model is in the large category. Therefore, the model can be considered acceptable based on these data.

Table 6. Overall Model Fit Results

Indicator of goodness of fit	Cut-off-value	Test Results
Standardized Root Mean Square (SRMR)	<0,08	0,067

Root Mean Square Theta	<0,102	0,122
Normed Fit Index (NFI)	>0,9	0,755
	0,10 (small)	
Goodness of Fit (GOF)	0,25 (medium)	0,545
	0,36 (large)	

### The Effect of Perceived Product Quality and Perceived Price on Consumer Satisfaction

A structural model was also used to observe the results of the relationship between variables and their significant influence. This can be observed from the path coefficient values that were subjected to bootstrapping. Table 6 shows the positive relationship between the perceived product quality and price perception variables. The path coefficient value of 0.736 indicates that this variable contributed 73.6%. In addition, the t-statistics value > 1.96 and p-values <0.01, indicate that these two variables have a significant effect with a 99% confidence level. This means that the higher the perception of product quality, the better is the perception of price. Therefore, **H4 is accepted**. Table 7 shows the positive relationship between the perceived product quality and consumer satisfaction. A path coefficient value of 0.385 indicates that this variable contributed 38.5%. In addition, the t-statistics value > 1.96 and p-values <0.01, indicate that these two variables have a significant effect with a 99% confidence level. This means that the higher the perception of product quality, the higher is the level of customer satisfaction (and vice versa). Therefore, **H5 is accepted**. Table 7 shows the positive relationship between price perceptions and customer satisfaction. A path coefficient value of 0.466 indicates that this variable contributed 46.6%. In addition, the t-statistics value >1.96 and p-values <0.01, indicate that these two variables have a significant effect with a 99% confidence level. This means that the higher one's perception of price, the higher is the level of customer satisfaction (and vice versa). Therefore, **H6 is accepted**.

Table 7. Results of path coefficients, t-statistics, and p-values between latent variables

Path	Path Coefficients	t-statistics (>1,96)	p-values (<0,01)	Conclusion
Perceived Product Quality → Perceived Price	0,736	12,297	0,000	<b>Significantly positive</b>
Perceived Product Quality → Consumer Satisfaction	0,385	5,040	0,000	<b>Significantly positive</b>
Price Perception → Consumer Satisfaction	0,466	6,196	0,000	<b>Significantly positive</b>

## Discussion

### Relationship between Respondent Characteristics and Perceptions of Product Quality and Price Perceptions to Consumer Satisfaction

The results showed no relationship between the respondent characteristics and perceptions of product quality, price perceptions, and customer satisfaction. This finding contradicts Purnamaningsih and Arianto (2016), who stated that age, education level, and socioeconomic status are related to student perceptions. The older the respondents, the higher their perception of the product quality. In addition, research conducted by Retno (2020) states that education level is related to consumer price perceptions. A high level of education indicates that consumers have broad insight into the price of a product. If the quality of a product is good, consumers will certainly not consider its price. This result also contradicts the research of Rasmikayati et al. (2020), who stated that there is one socio-demographic characteristic of consumers related to the level of consumer satisfaction, namely education. This implies that the knowledge gained by consumers during their education is closely related to their level of satisfaction with purchasing. The amount of information that consumers obtain regarding the benefits of a product can help them obtain their own satisfaction.

### Effect of Perceived Product Quality on Price Perception

The results show that perceived product quality has a positive and significant effect on the perceived price. This means that when consumers have a good perception of product quality, they tend to have a high price perception, and feel that the price set for the product is fair. Consumers also view high-quality products as having a value comparable to the price paid (Korowa et al., 2018). This is because high-quality products exhibit better performance, longer durability, and provide greater benefits (Kotler & Keller, 2016). Thus, positive perceptions of product quality result in consumers tending to be willing to pay higher prices for these products.

### The Effect of Perceived Product Quality on Consumer Satisfaction

The results showed that perceived quality has a positive and significant effect on customer satisfaction. This means that the better the perception of product quality, the higher is the customer satisfaction with brand X products.



These results are in line with Kassim et al. (2013), who state that there is a positive and significant influence between perceived product quality and customer satisfaction. In addition, the results of this research are also in line with the research of Putra (2020), which states that as product quality increases, consumer trust and repurchase interest in the product also increase, indicating that consumers are satisfied with product quality. Sitanggang et al. (2019) also showed that satisfaction is influenced by consumer perceptions of product quality, as seen in seven dimensions: performance, features, reliability, durability, suitability, repairability, and aesthetics. Consumers feel more satisfied with a product if the material or model used is of a higher quality. Consumers tend to compare one product to another when buying a product. This is because when looking for a product, consumers not only want to fulfill their needs but also have to satisfy their desires. Therefore, a good perception of quality indicates that a product can meet or even exceed consumers' expectations and desires.

### **Effect of Price Perception on Consumer Satisfaction**

The results of the influence test showed that price perceptions have a positive and significant influence on customer satisfaction. This means that the better the price perception, the higher the satisfaction consumers feel. The existence of affordable product prices and good product benefits and quality, which are considered comparable to the price paid, shows that price perception plays an important role in influencing consumer satisfaction with a product (Retnowulan, 2017). The results of this study are consistent with those of Fauzyah et al. (2021), who find that price perception has a significant effect on customer satisfaction with local fashion products in Indonesia. Pardede and Haryadi (2017) also stated that good price perceptions provide real satisfaction in accordance with consumer desires and expectations. Lestari and Elwisam (2021) also found that competitive prices can be an effective marketing strategy for entrepreneurs to increase sales. If consumers' perception increases, this can result in optimal customer satisfaction. Thus, a good price perception indicates that consumers feel that the value they receive from the product is comparable to the amount of money they spend, even exceeding their expectations and desires.

## **5. CONCLUSION**

This study involved 182 respondents, most of whom were female of the highest age in the late adolescence category, namely in the age range of 18-25 years. More than half of the respondents had the latest education at the bachelor's level, and most occupations of the respondents were students or students. The monthly income of the respondents in this study was mostly IDR 3,000,001-Rp5,000,000. The results show that the level of perceived product quality and customer satisfaction were in the high category, whereas price perceptions were in the medium category. In this study, there was no specific relationship between the respondents' characteristics and perceived product quality, perceived price, and customer satisfaction. This study shows that perceived product quality has a positive and significant effect on the perceived price. The results also show that perceived product quality and price have a positive and significant effect on customer satisfaction.

Consumers are advised to search for information before making purchase decisions. We reviewed other consumer reviews, examined product materials and manufacturing techniques, and compared them with other brands to ensure that the value of the product purchased was in line with expectations. Local fashion producers are advised to create educational content for consumers on social media. Communicate interesting information about materials, designs, and product advantages that consumers cannot find in other brands at similar prices. This makes consumers feel that the price offered is comparable to the benefits. It is also recommended that the government and consumer protection agencies collaborate with universities and conduct an in-depth analysis of the factors that influence consumers' price perceptions of local fashion brands. Collaboration between experts and researchers will enrich the understanding of price perceptions and provide valuable insights for designing smart consumer education programs.

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