THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PRICE ON CUSTOMER SATISFACTION AT CV. MEDAN BAROKAH

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ARTICLEINFO	ABSTRACT
Keywords: Service quality, brand image, price, customer satisfaction.	The purpose of this study was to determine whether there is an effect of service quality, brand image and cost on customer satisfaction at CV. Medan Barokah. The pattern in this observation is 60 buyers at CV. Medan Barokah, sampling using a non probability sampling approach with incidental sampling. fact analysis using linear regression test more than one, speculation test using determination coefficient test (R^2), partial test (t test), and simultaneous test (F test), and statistical processing using SPSS 22. The results showed that good service, brand image and cost have been able to provide an explanation during his life to the variable buyer satisfaction to shop again, except that partially good service, brand image and cost have a tremendous impact on customer satisfaction. simultaneously good service, brand image and cost have a tremendous and tremendous impact on buyer choice.
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1. INTRODUCTION

The creation of customer delight can be motivated by using several factors, together with service satisfactory, brand image and price. patron pleasure after buy is very vital for the organisation, due to the fact whilst consumers are happy with the goods provided, customers will deliver their delight to different purchasers so as to generate new consumers for the employer. therefore, it's miles very crucial for a employer to provide good carrier pleasant, improve emblem image, and hold price stability so as to create client satisfaction. The goal of a company is basically to create new consumers and maintain the satisfaction of existing consumers, because consumers are the source of the company's income. Poor service quality and unaffordable prices can lead to dissatisfaction by consumers, especially the lack of brand image on products owned by the company which causes a lack of consumer interest in these products.

In the current era of globalization, it has an impact on the progress of the business world. Opportunities are everywhere because the market is getting wider and competition is also getting tougher so it is difficult to predict [1]. for that reason, the business enterprise should be capable of improve the high-quality of carrier to consumers, improve the brand photo of the product in order that it is greater broadly diagnosed by means of the public, and need to also preserve price balance to stay less expensive most of the public.

Companies must be able to see opportunities and challenges in producing products and services that they want to develop. From within the company, it is necessary to understand the advantages and weaknesses that are owned so as to produce the right strategy in winning market competition. When a consumer is satisfied with the results of the product, there is a high chance that the consumer will return to buy the company's products or services. Or vice versa, when consumers are not satisfied, it is likely that consumers will not return to using the company's products or services. The number of entrepreneurs makes competition tighter so it is imperative for companies to provide satisfaction for their consumers. If the wishes and expectations of consumers can be realized by a company, it will create satisfaction. The price suitability of a product is because it has a strategy in realizing every maximum desire or expectation [2].

A brand has a distinctive nature, and this distinctive nature is what distinguishes one product from another, a brand has a very important role in marketing strategy to distinguish a company's product from its competitors' products. The situation of increasingly fierce competition, the role of brands will become increasingly important. It is not enough for manufacturers to offer quality products to attract consumers' attention, but it is also not enough for manufacturers to offer quality products to attract consumers' attention.

The way employees and cope with customers need to have the capacity to feature cost in an effort to create a "commercial enterprise end result", specifically "consumer satisfaction". while customers live due to the fact they experience relaxed with the value and carrier they get. they'll be more likely to emerge as unswerving customers [3].

For a employer that wants to be successful, it need to shift or trade its advertising philosophy, from the idea of income to the idea of marketing, however people in fashionable, even corporation leaders often can't distinguish among the idea of sales and the concept of advertising [4].

The improvement of the financial system and the virtual economic system at the moment, cannot be separated from the function of e-advertising, that is able to promote products with extra rice strength than conventional media. E-marketing can be done by means of an person collectively consciously or unconsciously, either willingly or unwillingly [5].

2. LITERATURE REVIEW
Service quality

provider great need to be capable of offer the perfection of offerings executed by using income in assembly the needs and desires of customers and the accuracy in their shipping to balance purchaser expectations. provider high-quality is an essential element that should be considered and maximized with a purpose to live to tell the tale and remain the choice of customers. the function of properly service high-quality may be very important and very influential, without the proper carrier, the product will be less appealing to consumers.

Service quality is something that is felt by consumers who can provide perceptions based on what is felt through the services provided and provides the right for consumers to be able to assess as a whole [6]

Service quality is the provision of priorities from the company so that the sales service can be assessed and the assessment of the company's services provided is quality and the aim is to satisfy consumers by providing offers and services that meet consumer requirements [7]

Income carrier exceptional is an activity this is profitable in a group or unit and gives satisfaction despite the fact that the effects are not tied to a physical product. income service nice has come to be a degree of things that have an effect on the success of the enterprise. excellent development is strongly pushed via conditions of contention or competition among corporations [6]

Brand Image

Brand image is something that a consumer feels through experiences and impressions about something that he feels as long as he feels or uses the products or services that the company provides. Selling products will be easy when the product brand is recognized by consumers. a brand consists of a name, symbol, color, design, design, or combination thereof as a product identity from a manufacturer that distinguishes it from competitors' products. Brand image from the consumer side is used as a tool to recognize, remember and assess certain product categories which are used as the basis for evaluating the performance or superiority of a product compared to competing products. brand can be said to be consumer perceptions of brands based on considerations and comparisons between brands [8]

Brand impressions that appear in consumers' memories increase along with the more experience consumers have in consuming the brand. Furthermore, when the associations of the brand have a strong relationship, the brand image that is formed will also be stronger. So that this is what underlies consumers to make repurchases and become loyal to the brand. basically a positive brand image can increase the choice of the brand which is one of the main things in the consumer's decision to be loyal to the brand [9].

Brands made by businesses or companies aim to distinguish the goods or services produced. brands can be referred to as identifiers of the origin of goods or services related to the purpose of their manufacture. For producers, the brand functions as a guarantee of the value of production related to quality and consumer satisfaction. brands made by producers create a certain point of view for consumers. Thus, consumers can determine whether or not the quality of the product is good through the brand. Therefore, a quality brand that is widely recognized by consumers has the potential to be followed, imitated, and pirated [10].

Price

Fee is one of the factors that could have an effect on groups in increasing and maintaining patron satisfaction. price is referred to as one of the essential factors in product purchasing selections and figuring out the achievement of the organization due to the fact the fee of the product can decide how a whole lot earnings the business enterprise makes from the income activities of the agency's merchandise, each goods

and offerings. The rate suitability of a product is due to having a approach to understand every greatest desire or expectation. The motive of this fee is to help purchasers in finding choices and acquiring benefits based totally on their purchasing strength, so that it may be stated that rate has a relevant have an effect on on customer delight [7]. Price is the quantity of price that consumers trade for the quantity of advantages of owning or the use of a very good or carrier. price is some thing that clients take note of when making purchases. a few customers even discover rate with value. charge is often used as a trademark of price whilst the fee is related to the perceived benefits of a great or provider.

Price belief will decide the cost of a product and consumers' preference to shop for the product. So that once the belief of charge increases, that is a tremendous signal for the business enterprise. The fee suitability of a product is because of having a method to recognize each most desirable desire or expectation. The reason of this charge is to help customers in locating decisions and acquiring advantages based on their shopping energy, so it could be said that price has a applicable have an impact on on consumer satisfaction [7].

The rate suitability of a product is due to having a method to recognise every premiere choice or expectation. The reason of this fee is to assist clients in finding choices and obtaining advantages primarily based on their buying electricity, so it may be said that rate has a relevant have an effect on on patron pleasure [7],

Customer Satisfaction

Consumer satisfaction is the absence of differences between the expectations that are owned and the actual performance received. If expectations are high, while the performance is mediocre, satisfaction will not be achieved, it is very possible that consumers will feel disappointed. Conversely, if the performance exceeds what is expected, satisfaction increases [11]. Satisfaction can also be interpreted as a sense of happiness or displeasure that arises with the product received by consumers.

Consumer satisfaction can be seen from the reaction or response to services related to meeting consumer needs. Satisfied consumers will have a high level of loyalty to a product compared to dissatisfied consumers.

Clients who are glad with the products or services they buy and use will return to apply the products or offerings they have presented. this may build loyalty in purchasers. delight is the extent to which a perceived product stage matches the expectancies of the client. client satisfaction is defined as a scenario in which customer expectancies of a product fit the fact obtained with the aid of purchasers. If the product is far under expectancies, purchasers could be disappointed. Conversely, if the product meets expectancies, purchasers will be glad. patron expectancies can be known from their very own experiences whilst using the product, records from different human beings, and information obtained from advertisements or other promotions [10].

3.   METHOD

Populace is a generalization area inclusive of: items topics which have positive traits and characteristics set by researchers to look at after which draw conclusions [12]. based totally at the definition of populace above, what will be the populace on this study are purchasers of CV. Medan Barokah who have been purchasers. The population taken on this have a look at had been all one hundred fifty clients who shopped at CV. Medan Barokah at some point of the January-March 2023 duration.

The sample is part of the wide variety and characteristics possessed by using the population. Sampling approach is a sampling method, the approach used is saturated sampling. Saturated sampling is a sampling method when all individuals of the population are used as samples, for instance due to limited price range, strength and time, so researchers can use samples taken from that populace [12].

The sampling approach used on this examine is Non opportunity Sampling with Incidental Sampling. consistent with [12]. Non probability Sampling is a sampling approach that does not offer possibilities or possibilities for each element or member of the po pulation to be decided on as a sample. Incidental Sampling is a sampling method taken by means of assembly respondents who appear to fulfill on the research website online.

$$n = \frac{N}{1 + N.e^2}$$

Description:
N : Population
n : Sample
e : Estimated error rate

Based at the dialogue above, the pattern used on this study amounted to 60 respondents the use of the slovin method, particularly:

$$n = \frac{150}{1 + 150(10\%)^2}$$
$$n = \frac{150}{1 + 150(0,1)^2}$$
$$n = \frac{150}{1 + 150(0,01)}$$
$$n = \frac{150}{1 + 1,5}$$
$$n = \frac{150}{2,5}$$
$$n = 60$$

Operational definition of variables
Variables are the maximum essential part of a take a look at, due to the fact studies can not be carried out if there aren't any variables or problems inside the take a look at. based totally at the system of the trouble above, the subsequent variables can be received:

Independent Variable
In Indonesian, it is regularly known as an impartial variable. independent variables are variables that have an effect on or purpose adjustments or the emergence of based (certain) variables [12]. In this have a look at, the unbiased variables include:
1) service quality (X_1)
2) Brand Image (X_2)
3) Price (X_3)

Dependent Variable
The based variable is the variable that is prompted or that will become the result of the impartial variable [12]. As for this have a look at, the structured variable is purchaser decisions (Y).

Tabel 1. Operasionalisasi Variabel Penelitian

no	Variabel	Definisi	Indikator	Skala Ukur
1	Service quality	specializing in assembly needs and necessities, as well as on timeliness to satisfy customer expectations, Arikunto (2018: 83).	1. Responsiveness 2. Service Friendliness	Likert
2	Brand Image	Public perception of the company or its products.	1. Brand Advantages 2. Brand Uniqueness	Likert
3	Price	the entire fee of an providing includes the fee of all raw substances and services used to create an presenting.	1. Price suitability 2. Price affordability	Likert
4	customer satisfaction	the extent of purchaser emotions after evaluating what he acquired with what he anticipated.	1. Product quality 2. Customer loyalty	Likert

This research uses quantitative descriptive information analysis techniques, and the analysis model used on this studies is more than one linear regression, with the equation version:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:
Y = Customer Satisfaction
X1 = Service quality
X2 = Brand Image
X3 = Price
a = Constant

b1   = Price variable regression coefficient
e   = Error of term (Variables that are not examined)

Framework

Research using two or more variables, the hypothesis is formulated in the form of a relationship or comparison. In order to formulate a hypothesis in the form of a comparison or relationship, a framework is shown [13].
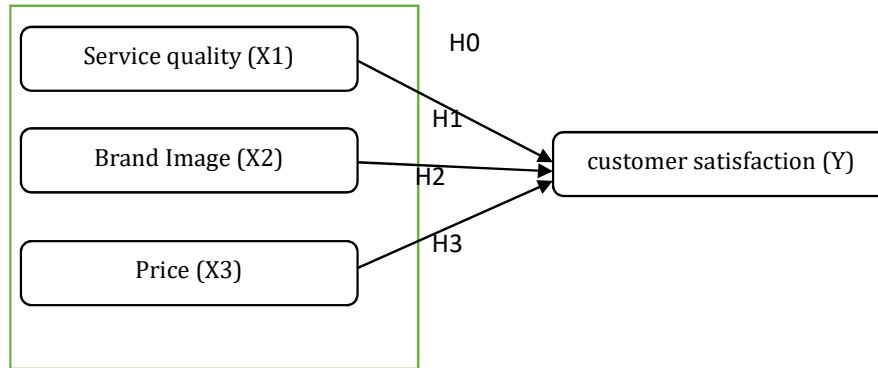

Figure 1. Framework

Correct hypotheses turn out to be part of our theory and incorrect ones are corrected or discarded. Researchers actively examine their records continuously at the same time as acquiring facts, evaluating and looking for classes of homes and hypotheses [14].

Hypotheses are temporary answers that require further research to get the truth. The hypothesis in this study is as follows:

H0   = Service quality, brand image and price simultaneously affect customer satisfaction.
H1   = Service quality partially affects customer satisfaction
H2   = Brand image partially affects customer satisfaction
H3   = Price partially affects customer satisfaction

4.   RESULT AND DISCUSSION
Validity and Reability Test Results

Table 2 Validity of Service Quality Variable Instruments (X1)

Instrumen	Value Validity		Conclusion
	Rhitung	rtabel	
service 1	0,648		Valid
service 2	0,797		Valid
service 3	0,812		Valid
service 4	0,671	0,2181	Valid

From table 2 it can be visible that the test outcomes of every provider nice variable tool (X1) have r_{count} 0.732, as a result it could be concluded that the overall device announcement of the carrier fine variable used is valid.

Table 3. Validity of Brand Image Variable Instruments (X2)

Instrumen	Value Validity		Conclusion
	Rhitung	rtabel	
Brand Image 1	0,812		Valid
Brand Image 2	0,810		Valid
Brand Image 3	0,706		Valid
Brand Image 4	0,885	0,2181	Valid

From desk 3 it is able to be visible that the check results of every brand photo variable instrument (X2) have r$_{count}$ 0.8032, as a result it may be concluded that the general tool assertion of the brand photograph variable used is valid.

Table 4. Validity of Price Variable Instruments (X3)

Instrumen	Value Validity		Conclusion
	Rhitung	rtabel	
Price 1	0,809		Valid
Price 2	0,708		Valid
Price 3	0,857		Valid
Price 4	0,788	0,2181	Valid

From table 4 it can be seen that the test results of each device of the fee variable (X1) have r$_{count}$ 0.7905, accordingly it can be concluded that the overall assertion tool of the price variable used is valid.

Table 5. Validity of the Consumer Satisfaction Variable Instrument (Y)

Instrumen	Value Validity		Conclusion
	Rhitung	rtabel	
Consumer Satisfaction 1	0,878		Valid
Consumer Satisfaction 2	0,863		Valid
Consumer Satisfaction 3	0,915		Valid
Consumer Satisfaction 4	0,930	0,2181	Valid

From table 5 it is able to be seen that the check outcomes of each device of the client pleasure variable (Y) have a r$_{count}$ price of 0.8965, consequently it may be concluded that the overall announcement tool of the purchaser delight variable used is valid.

The reliability check is carried out to ensure that the instrument used is a reliable, regular and stable tool if used repeatedly at one-of-a-kind instances. The device is stated to be reliable, the calculated Cronbach's alpha price> Cronbach's alpha tolerance (0.6). The consequences of the reliability test may be seen as follows:

Table 6. Results of Research Instrument Reliability

No	Variabel	Cronbach's Alpha	Conclusion
1	Service Quality (X1)	0, 790	Reliabel
2	Brand Image (X2)	0, 816	Reliabel
3	Price (X3)	0,812	Reliabel
4	Consumer Satisfaction (Y)	0,840	Reliabel

The reliability check results display that the Cronbach's alpha price of all variables is greater than 0.6, so it can be concluded that this studies questionnaire is stated to be reliable.

Hasil Uji Regresi Linier Berganda

Table 7. Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.589	1.657		3.373	.001
TOTAL_X1	.377	.121	.276	3.107	.003
TOTAL_X2	.328	.112	.292	2.927	.005
TOTAL_X3	.625	.167	.416	3.748	.000

a. Dependent Variable: TOTAL_Y

Based totally on the take a look at consequences above, the a couple of linear regression equation is received as follows:

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$$Y = 5.589 + 0.377 X_1 + 0.328 X_2 + 0.625 X_3$$

inside the a couple of linear regression model, the regular cost of client delight is 5.589, meaning that the price of the independent variables (X1, X2 and X3) is 0, then the structured variable (Y) has a cost of 5.589. the regression coefficient of every unbiased variable is high quality, which means that provider pleasant, brand photograph and fee may be influenced by means of provider high-quality.

Coefficient of Determination (R²)

The coefficient of dedication aims to degree how plenty the capability of the independent variable is in explaining the structured variable. The coefficient of willpower can be visible inside the following table:

Table 8. check results of the Coefficient of determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892a	.796	.786	1.29147

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

The coefficient of dedication obtained is zero.796 or seventy nine.6%, indicating that the variables of carrier best, emblem picture and charge are able to explain the variations that arise in purchaser delight who save at CV Medan Barokah, even as the rest is explained via other variables no longer examined on this look at.

Simultaneous Test (F Test)

The simultaneous take a look at (F test) became carried out to look the impact of service best simultaneously on patron satisfaction. This check is carried out at the 95% self belief stage or the α = zero.05 (5%) stage with the subsequent criteria:

1. If Fcount ≤ Ftable, then H0 is universal, H1 is rejected, which means that concurrently this study has no impact.
2. If Fcount> Ftable, then H0 is rejected, H1 is generic, which means that simultaneously this study has an impact.

Table 9 Simultaneous Test Results (F Test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	365.448	3	121.816	73.036	.000b
	Residual	93.402	56	1.668		
	Total	458.850	59			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Based in this table, it could be visible that the Fcount price is 121.816> Ftable price of 4.01 and a extensive price of 0.000 < from the alpha fee of 0.05. Then the decision taken H0 is rejected H1 is commonplace. The popularity of H1 indicates that the independent variables of sales provider excellent (X1), brand photo (X2), and rate (X3) are able to provide an explanation for the established variable (Y), as a result the provider first-class variable concurrently has a advantageous and big impact on client pride.

Partial Test (t Test)

Partial test (t test) aims to look the effect of carrier best, emblem photo and fee on client delight with the following standards:

1. If tcount ≤ ttable, then H0 is standard, H1 is rejected, meaning that concurrently this studies has no impact.
2. If tcount> ttable, then H0 is rejected, H1 is everyday, meaning that in part this examine has an effect.

Table 10 : Partial Test Results (t test)

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	-5.589	1.657		-3.373	.001
	TOTAL_X1	.377	.121	.276	3.107	.003
	TOTAL_X2	.328	.112	.292	2.927	.005
	TOTAL_X3	.625	.167	.416	3.748	.000

a. Dependent Variable: TOTAL_Y

Based on this table it can be seen that:
1. The tcount price for the carrier excellent variable is three.107 ≥ t desk, namely 2.003 and a tremendous value of 0.000 ≥ from the alpha value of zero.05, then H0 is rejected, H1 & H2 are commonplace, as a consequence partly the service nice variable has a high-quality and considerable impact on patron satisfaction.
2. The tcount price for the brand image variable is two.927 ≥ t table, specifically 2.003 and a enormous price of zero.007 ≥ from the alpha value of zero.05, then H0 is rejected, H1 & H2 are general, hence partially the brand image variable has a effective and considerable impact on customer delight.
3. The tcount cost for the charge variable is three.748 ≥ t desk, namely 2.003 and a great value of 0.000 ≥ from the alpha fee of 0.05, then H0 is rejected, H1 & H2 are familiar, consequently partly the fee variable has a high-quality and big impact on patron pride.

Based totally on the desk of partial check results (t take a look at), it can be visible that the df is a hundred, and the degree of self belief is 5%, then H0 which states bi = 0 may be rejected if the t price is extra than the cost of 2 (in absolute value) the end result is t = 2.003. in other phrases, receive the alternative hypothesis, which states that one independent variable for my part affects the dependent variable. evaluating the cost of the t statistic with the essential factor in step with the table. If the calculated t statistic cost is better than the t table fee, then receive the alternative hypothesis which states that one independent variable for my part impacts the established variable.

5. CONCLUSION

From the effects of the estimation carried out, the service excellent variable in part affects customer pride at CV. Medan barokah. With a tcount price for the service first-class variable three.107 ≥ t desk, namely 2.003 and a tremendous price of 0.000 ≥ the alpha value of zero.05, then H0 is rejected, H1 & H2 are usual, for that reason partly the carrier pleasant variable (X1) has a high-quality and massive impact on customer satisfaction choices. From the effects of the estimation done, the emblem picture variable partially impacts client pride at CV. Medan barokah. With a tcount price for the service excellent variable 2.927 ≥ t desk, particularly 2.003 and a great fee of zero.007 ≥ the alpha fee of 0.05, then H0 is rejected, H1 & H2 are generic, as a consequence partially the logo image variable (X2) has a high quality and big effect on patron delight selections. From the effects of the estimation carried out, the rate variable partially impacts customer pleasure at CV. Medan barokah. With a tcount price for the fee variable 3.748 ≥ t desk, namely 2.003 and a giant fee of 0.000 ≥ the alpha fee of 0.05, then H0 is rejected, H1 & H2 are ordinary, as a consequence partly the price variable (X3) has a high quality and large effect on consumer pride selections. carrier exceptional variables, emblem image and fee collectively (concurrently) affect consumer pleasure at CV. Medan barokah. With an Fcount cost of 121.816> Ftable value of 4.01 and a vast degree of 0.000 ≤ the alpha cost of 0.05. The selection taken H0 is rejected, H1, H2 & H3 are regular. thus H1 indicates that the independent variables including service first-rate (X1), emblem picture (X3) and charge (X2) are capable of provide an explanation for the range of the established variable (Y). as a result the variables of service quality, emblem photograph and fee concurrently have a superb and extensive impact on client pride at CV. Medan barokah. based on the consequences of the a couple of linear regression model, the regular fee of the selection to store again is 5.589, which means that the price of the unbiased variables (X1, X2 and X3) is 0, then the established variable (Y) has a cost of 5.589. the regression coefficient of every independent variable is advantageous, which means that that purchaser pleasure at CV. Medan barokah can be influenced by using carrier excellent, logo image and fee.

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