


# The Influence of Price and Product Quality on Customer Satisfaction at the Cressida Fashion Brand in Palembang

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Article Info	ABSTRACT
<b>Keywords:</b> Price, Product Quality, Consumer Satisfaction	The purpose of this study is to analyze the effect of price, product quality, service quality and emotional on customer satisfaction at the Cressida fashion brand in Palembang partially and this study analyzes the effect of price, product quality, service quality and emotional on customer satisfaction at the Cressida fashion brand in Palembang simultaneously. The method used for data collection is by distributing questionnaires to 398 respondents. The type of research used is a descriptive quantitative method. The sampling technique uses nonprobability sampling with the purposive sampling method and uses the help of the SPSS version 26 application. The results of this study indicate that the partial test (t-test) of the price, product quality, service quality and emotional variables have a positive and significant effect on customer satisfaction. The simultaneous test (F-test) proves that the independent variables are price, product quality, service quality and emotional have a positive and significant effect on the dependent variable, namely customer satisfaction.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Renaldi Ari Santoso Department of Management, Multi Data University Palembang <a href="mailto:Renaldiari@mhs.mdp.ac.id">Renaldiari@mhs.mdp.ac.id</a>

## INTRODUCTION

Business competition in the fashion sector is getting tighter so that it will indirectly affect a company's efforts to produce stylish and elegant local fashion products. In marketing a fashion brand, business actors need to synergize in utilizing the advantages of the marketing mix and continue to create something unique and innovative. Profitably, marketing is also closely related to determining the level of customer satisfaction.

*Fashion* no longer just as a fulfillment of basic clothing needs, but has developed into a means of expressing identity and social status. According to data from Statista (2023) the projected growth of the global fashion industry, which states that the global fashion market value will reach \$ 1.7 trillion in 2023 and is projected to continue to increase. Therefore, customers are increasingly selective in choosing fashion products based on affordable prices with high quality.

In the midst of the growth of the fashion industry, there are also trends that contribute to its growth factors and influence consumer appeal to determine satisfaction with fashion products and if the product purchased is in accordance with existing trends,

then this becomes another customer satisfaction factor. According to Tempo.co 2020, fashion trends in Indonesia have increased with the highest percentage of 76% of Indonesians preferring to buy clothes.

In the economic growth of the fashion industry, there is also a population factor that affects market needs and demand. The recorded human population by the World Population Prospect (WPP) as of September 2024 is around 8.1 billion people. This is also one of the driving factors for economic growth in the fashion industry in Indonesia.

Most fashion brands have set various price standards, which ultimately affect the quality level of the products they offer. Some brands set high prices for their products by offering excellent quality and giving an elegant and exclusive impression. On the other hand, there are also brands that offer products at affordable prices but still maintain excellent quality, such as products from Cressida, which are able to compete in the market.

Cressida is a trademark of a company called PT. Idola Insani, this company is involved in the clothing industry. PT. Idola Insani is a leading fashion company in Indonesia which was established on March 11, 1991, located at Jalan Cibolerang, Bandung, West Java. PT. Idola Insani started its business by only producing t-shirts, but over time Cressida has been creative in making other types of products such as polo shirts, shirts, Muslim clothes, pants, jackets, hats, bags, belts, and other accessories.

Cressida continues to move and always synergizes in marketing its products, proven by its wide reach. This brand not only markets its products in the city of Palembang, but also throughout Indonesia. The development of PT. Idola Insani is also supported by consumer trust in the products produced by this company. Therefore, PT. Idola Insani always innovates in providing quality products with the best designs so that consumers are always satisfied with products with the CRESSIDA trademark.

Economic growth in the fashion industry has increased significantly. This is reflected in the sales of the Cressida fashion brand which continues to increase from month to month, as seen in the following sales table.

**Table 1.** Cressida Fashion Brand Sales Data 2023

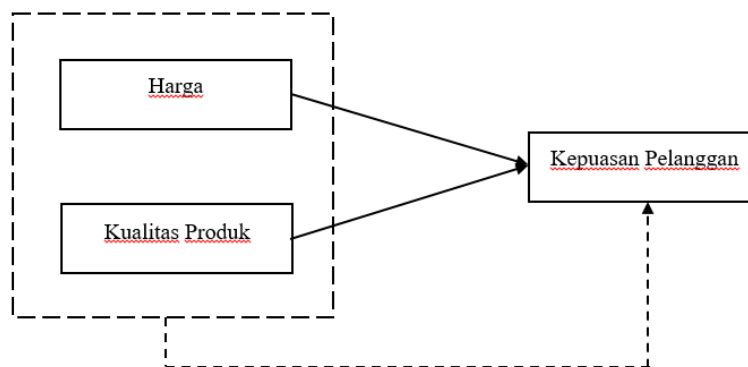
Month	Total Sales Qty	Total Buyers	Total Gross Sales
1	9,803	9.132	1,671,011,967
2	13,696	12,697	2,188,118,464
3	12,518	11,829	2,049,704,106
4	7,654	6,954	1,320,790,528
5	3,727	3.012	706,792,815
6	4.802	4.134	899.231.390
7	5.229	4,806	975,573,586
8	5,967	5.342	1,034,574,455
9	6,772	6.134	1,168,023,540

10	9,326	8,796	1,596,041,974
11	11,096	10,458	1,806,923,432
12	11,646	10,977	1,907,676,176
<b>Total</b>	<b>102,236</b>	<b>94,271</b>	<b>17,324,462,433</b>

Source: Marketing Division, sales data Jan-Dec 2023

Based on table 1 above, sales increased from January and peaked in February, then continued with the following months, there was an increase in January to February based on the factor of Eid al-Fitr, which is a Muslim holiday. However, sales are classified as increasing from year to year with a significant increase.

Based on the description of the background of the problem above, the researcher wants to research further and write it in the form of a thesis entitled "The Influence of Price and Product Quality on Customer Satisfaction at the Cressida Fashion Brand in Palembang" with the framework of thought used in this study as follows:



**Figure 1.**Framework

Figure 1, research framework explaining the relationship between the Independent variables of Price and Product Quality and the Dependent variable of Customer Satisfaction, both partially and simultaneously.

### METHODS

This research is a descriptive research with a quantitative approach. The purpose of this descriptive research is to describe and solve problems systematically, factually and accurately. This research uses a quantitative method because this research is a study that tests how much influence Price and Product Quality have on Customer Satisfaction.

The object of this study is the Cressida Fashion Brand in Palembang. The subjects of this study were customers who purchased the Cressida Fashion Brand in Palembang as many as 94,271. The population in this study were customers who purchased the Cressida Fashion Brand in Palembang. The sampling technique used in this study was non-probability sampling with the method used being quota sampling. The number of samples in this study was 398 people with the type of instrument used being a questionnaire.

**RESULTS AND DISCUSSION**

**Multiple Linear Regression**

**Table 2.** Multiple Linear Regression Test Results

Coefficients <sup>a</sup>		Unstandardized		Standardized		Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	2.973	.999		2.975	.003
	Price	.129	.032	.147	4.077	.000
	Product Quality	.614	.033	.667	18,426	.000

Based on the SPSS output above, the multiple linear regression equation is obtained: Customer Satisfaction = 2.973 + 0.129 Price + 0.614 Product Quality

With a constant value of a of 2.973, it means that when all independent variables (Price, Product Quality) are constant or considered to have a fixed value, then the dependent variable (Customer satisfaction) has a value of 2.973. For the Price variable, it has a regression coefficient value of 0.129, indicating that the Price variable has a positive effect, meaning that if the Price variable increases by 1, Customer Satisfaction also increases by 0.129 or 1.29%. While the Product Quality variable has a regression coefficient value of 0.614. Indicating that the Product Quality variable has a positive effect, meaning that if the Product Quality variable increases by 1, Customer Satisfaction also increases by 0.614 or 6.14%.

**Partial Test (t-Test)**

**Table 3.** Partial Test Results (t-Test)

Coefficients <sup>a</sup>		Unstandardized		Standardized		Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	2.973	.999		2.975	.003
	Price	.129	.032	.147	4.077	.000
	Product Quality	.614	.033	.667	18,426	.000

Based on table 3, In the Price variable, a significance value of 0.000 <0.05 and t count 4.077> t table 1.966 was obtained. Thus it can be concluded that there is an influence of the Price variable on Customer Satisfaction, while in the Product Quality variable, a significance value of 0.000 <0.05 and t count 18.426> t table 1.966 was obtained. Thus it can be concluded that there is an influence between the Product Quality variable and Customer Satisfaction.

**F Test (Simultaneous Test)**

**Table 4.** F Test Results (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1246,524	2	623,262	190,877	.000b
	Residual	1289.777	395	3.265		
	Total	2536.302	397			

Based on Table 4, the calculated F value is  $190.877 > F$  table 2.39 with a significance value (Sig.) of  $0.000 < 0.05$ . So  $H_0$  is rejected,  $H_a$  is accepted. This hypothesis test proves that Price, Product Quality have a simultaneous effect on Customer Satisfaction.

**The Effect of Price on Customer Satisfaction**

The results of this study indicate that the Price variable (X1) has a significant positive effect on Customer Satisfaction. This can be seen through the value of the regression coefficient t count with 4.077 and the price significance value of  $0.000 < 0.05$  (significance level 5%). This proves that price has a significant positive effect on Customer Satisfaction of the Cressida fashion brand in Palembang.

**The Influence of Product Quality on Customer Satisfaction**

The results of this study indicate that the Product Quality variable (X2) has a significant positive effect on Customer Satisfaction. This can be seen through the value of the regression coefficient t count with a result of 18.426 and the significance value of the price variable of  $0.000 < 0.05$  (significance level 5%). This proves that product quality has a significant positive effect on Customer Satisfaction towards the Cressida fashion brand in Palembang.

**CONCLUSION**

Price and Product Quality variables have a positive and significant partial effect on the Customer Satisfaction variable on the Cressida fashion brand in Palembang. Price and Product Quality variables have a positive and significant effect simultaneously on Customer Satisfaction on the Cressida fashion brand in Palembang. It can be said that these variables have an influence on Customer Satisfaction on the Cressida fashion brand in Palembang. Based on the results of the research that has been conducted, the researcher makes several suggestions, namely: 1) For Companies. This research is expected to be used as a reference in applying the variables of Price and Product Quality to Customer Satisfaction and is expected to provide input and suggestions for Cressida Palembang so that the company's performance in the target market in the future can be further improved and better. 2) For Further Research. In this study, it explains each independent variable as a whole that what

variables are able to influence Customer Satisfaction, therefore it is suggested to further researchers to add other variables outside this study. And it is hoped that this study can be used as a comparative and reference material for research and as a consideration to deepen further research. 3) For Writers. This research can add experience and knowledge about how the influence of Price and Product Quality can affect Customer Satisfaction taken from respondents, namely customers.

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