

# Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada (Case Study in Pekanbaru City Communities)

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## Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada (Case Study in Pekanbaru City Communities)

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### ABSTRACT

This study aims to determine and analyze the effect of product quality, price, brand image and promotion on customer satisfaction at Lazada (Case Study of Communities in Pekanbaru City). Determination of the sample in this study using accidental sampling. This study uses primary data. In this study, primary data were obtained directly from respondents by dividing questionnaires or lists of statements on a predetermined sample. Secondary data is generally in the form of evidence, historical records or reports arranged in published archives. The method used is multiple linear regression analysis with a sample of 150 respondents. The research results show that product quality, price, and promotion have a significant effect on customer satisfaction at Lazada, while brand image has no significant effect on customer satisfaction at Lazada.

**Keywords:** Product Quality, Price, Brand Image, Promotion

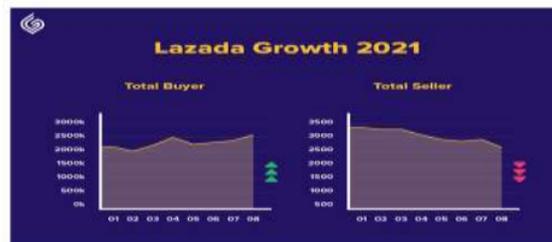
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### INTRODUCTION

The rapid development of the internet, which has reached the entire world, has spurred cultural changes in daily life. The digital world has evolved rapidly over time, necessitating society to keep up with the advancements of the era (Purwati et al., 2023).

Numerous businesses are leveraging the internet to maximize their profits. Business entities are selling products and services to gain widespread recognition. In Indonesia, for instance, consumers have begun to embrace online shopping (Hidayat et al., 2022). Consumers no longer need to leave their homes or visit physical stores to purchase desired products. As e-commerce continues to flourish, an increasing number of online stores are being established on the internet. These stores entice customers with discounts, affordable prices, a wide variety of products, and the convenience of acquiring desired items. Indirectly, many business owners consider online shopping as a means to generate profits. This approach is particularly attractive for individuals who seek easy and efficient ways of obtaining products. The array of products offered by these businesses spans across various categories, including cosmetics, gadgets, books, school supplies, travel gear, and much more (Kudri & Putra, 2024; Nyoto et al., 2024; Patel et al., 2024).

The intensifying competition among e-commerce businesses that operate online has prompted participants to become more innovative and creative in the development and promotion of their individual products. This innovation is essential to remain competitive amidst other online shops. Currently, electronic media serves as a crucial platform for online buying and selling, and one of the platforms for such transactions is Lazada. Below is the data illustrating the growth of purchases and sales in the year 2021.



Source: <https://ginee.com/id/insights/lazada-growth-2021/>

Picture 1. Data on Purchase and Sales Growth in the Year 2021

Based on the graph, it can be observed that the total number of buyers who utilized Lazada to purchase products in January amounted to 2,178,913 individuals. This figure experienced a decrease in February, reaching 2,038,697 buyers. However, in the subsequent months, there were fluctuations in numbers that weren't significantly divergent. The peak was reached in August, with a total of 2,626,151 buyers. During the same period from January to August, the total number of sellers experienced a noteworthy decline. In January, there were a total of 3,419 stores, which steadily decreased until August, reaching 2,632 stores.

Here are the revenue-contributing marketplaces as follows:



Source: <https://money.kompas.com/read/2021/05/04/144914526/survei-kic-shopee-sumbang-omzet-terbesar-untuk-umkm-selama-pandemi?page=all>

Figure 2. Revenue-contributing Marketplaces

Based on Figure 2, the data presents the revenue-contributing marketplaces, where the numbers show that Shopee has a significant lead over its competitors, such as Tokopedia with 28%, Lazada with 6%, Bukalapak with 3%, and Blibli with 2%. Not only that, but a remarkable 89% of SMEs (Small and Medium Enterprises) within Shopee's ecosystem reported an increase in sales figures. This can be attributed to Shopee's promotional programs, including free shipping, cashback, and discounts.

Meanwhile, SMEs associated with Tokopedia under the KIC (*Kemitraan Inovasi dan Kreasi*) program are ranked next, reporting a 45% increase in sales, followed by Lazada at 17%, Blibli at 12%, and Bukalapak at 11%. In terms of product marketing, 85% of SMEs using Shopee experienced its benefits, followed by 53% for Tokopedia, 33% for Lazada, 17% for Bukalapak, and 12% for Blibli. Regarding transaction security, 69% of SMEs concluded that Shopee is safe for conducting business activities, and 66% mentioned that the orange-themed e-commerce platform is user-friendly and easy to use (Goh et al., 2022).

Lazada faces considerable competition in the Indonesian e-commerce business, which is significantly influenced by customer satisfaction (T. Chandra et al., 2023; Suyono et al., 2022). Below is the customer satisfaction survey data from 40 respondents about their shopping experience on Lazada:

Table 1. Pre-Survey Results

No	Satisfaction Level	Number of People
1	Satisfied	7
2	Somewhat satisfied	14
3	Unsatisfied	18
4	Very unsatisfied	1

Source: Processed Data of 2022

From Table 1, the survey conducted with 40 individuals from the Pekanbaru city community reveals the following results regarding their satisfaction levels when shopping on Lazada: 7 individuals expressed being satisfied with their shopping experience on Lazada. The pre-survey results indicate that 14 individuals found their shopping experience on Lazada to be somewhat satisfying. However, a significant number of respondents, 18 individuals, indicated that they were unsatisfied with their shopping experience on Lazada. Lastly, the pre-survey results show that only 1 individual expressed being very unsatisfied with their shopping experience on Lazada.

The pre-survey results from the Pekanbaru city community indicate that there is a notable dissatisfaction among the population when it comes to shopping on Lazada, specifically with around 18 individuals. These individuals come from various backgrounds, such as the older sibling who works as a cashier at Indomaret, a salesperson who travels from store to store, and others.

According to Daryanto & Ismanto (2014), customer satisfaction is the feeling of contentment that customers experience when they receive value or benefits from a supplier, producer, or service provider that align with their needs. From this perspective, it can be concluded that customer satisfaction revolves around the contentment felt toward a product or service that has been offered through promotions and affordable pricing by a company. This strategy attracts consumers' attention and encourages them to make repeat purchases of the product or service based on their needs.

In every shopping experience, there is a sense of satisfaction or dissatisfaction associated with the purchased product or service. Consumers will feel satisfied if they receive pricing and quality that aligns with their expectations. Conversely, if this doesn't happen, consumers might refrain from making purchases from that particular company. It's important to recognize that the consequences of these reactions will have a lasting impact on the company. This impact could influence whether consumers will engage in future transactions with the company's products or services. As a result, companies need to reevaluate whether the products and services offered align with consumer needs. This entails focusing on product quality, adequate branding, appropriate pricing, and effective promotions offered to consumers.

According to Amilia & Nasution (2017), defining product quality is a tool that marketers use to determine a product's positioning in the market. Each company must select a product quality level that helps enhance or maintain the product's positioning in the targeted market. Research by Ruffiansah & Seno (2020) and Setyo (2017) indicates that product quality significantly influences customer satisfaction. However, Mariansyah & Syarif (2020) state that product quality doesn't have a significant effect on customer satisfaction.

Regarding pricing, Setyo (2017) defines it as the amount of money required to obtain a product or service's declared value based on the provided quality and benefits. This is influenced by psychological and other factors that affect pricing. Research by Andalusi (2018) and Ruffiansah & Seno (2020) demonstrates that price significantly affects customer satisfaction (S. Chandra et al., 2023). However, according to Rivai et al. (2019), price doesn't have a significant influence on customer satisfaction.

According to Kotler & Keller (2016), a brand is a name, term, symbol, design, or combination thereof intended to identify goods or services from one seller or a group of sellers, differentiating them from competitors. On the other hand, brand image is the total perception of an object, formed by processing information from various sources over time. Rivai et al. (2019) and Kusuma & Marlina (2021) state that brand image significantly impacts customer satisfaction. However, according to Sondakh (2014), brand image doesn't have a significant effect on customer satisfaction.

Promotion, according to Tjiptono (2013), fundamentally involves marketing communication. It's the marketing activity that aims to spread information, influence or persuade, and/or remind the target market about the company and its products, encouraging them to be willing to accept, buy, and remain loyal to the offered products. Yanuar et al. (2017) and Tjahjaningsih (2013) assert that promotion significantly affects customer satisfaction. However, according to Nurhanifah & Sutopo (2014), promotion doesn't influence customer satisfaction.

## LITERATURE REVIEW

### Marketing

According to Tjiptono & Diana (2020), marketing is the process of creating, distributing, promoting, and pricing goods, services, ideas, and building relationships between sellers and buyers for their mutual benefit in a dynamic environment (Adrian et al., 2022; E. Irawan, 2023). Sudaryono (2017) defines marketing as the effort to meet consumer needs through the creation of products and/or services that are then enjoyed or purchased by those in need through an exchange process (Suyono et al., 2023; Wijaya et al., 2020). The creation of products and/or services is based on supply and demand. From the aforementioned research, it can be concluded that marketing involves a process of producing and then engaging in buying and selling transactions, aiming to build long-term relationships between both parties and satisfy all consumer needs. A company's success requires expertise in its management, including marketing activities. By developing strategies, companies can encourage consumers to purchase the offered products (Joseph & Kibera, 2019; Kim & Peterson, 2017; Lemy et al., 2019).

## 5 Product Quality

According to Kotler & Armstrong (2013), product quality is the degree to which a product meets the market's consumer needs. Companies must understand what consumers require in a product or service that will be produced and the product's capability to fulfill its intended function. Amilia & Nasution (2017) define product quality as a tool used by marketers to determine the positioning of their product in the market. Each company should select the quality level of their product to aid in improving or maintaining the product's positioning in the target market. Tjiptono (2013) states that product quality encompasses efforts to meet or exceed consumer expectations, encompassing the quality of products, services, processes, and the environment. Quality is a condition that constantly evolves; what is considered high quality at present might be deemed lower quality in the future. Kotler & Keller (2016) declare that product quality is the ability of a product to provide results or performance that match or even exceed what consumers desire. From the various studies mentioned above, it can be concluded that product quality refers to a product's ability to meet consumer market needs. Companies should be capable of understanding what consumers require through the products and services they provide. According to Kotler & Keller (2016), there are eight indicators of product quality: (1) Form, (2) Features, (3) Performance quality, (4) Perceived quality, (5) Durability, (6) Reliability, (7) Repairability, and (8) Design.

## Price

According to Andalusi (2018), price is the only element of the marketing mix that generates sales revenue, while the other elements are cost factors. Although price determination is a crucial matter, many companies still struggle with pricing issues. Price affects the level of sales, profit, and market share a company can achieve since it generates sales revenue. However, pricing is not a purely absolute authority of a business owner. As per Kotler & Keller (2016), price is an amount of value that consumers exchange to gain benefits from goods or services, with this value being established through negotiation between buyers and sellers or set by the seller for a consistent price across all buyers. Price is the compensation determined based on the product's value. Setyo (2017) defines price as the amount of money required to obtain the declared value of a product or service, in line with the quality and benefits provided, influenced by psychological factors and other determinants impacting the price itself. From the above research, it can be concluded that price refers to a numerical amount that consumers exchange to satisfy their needs or gain benefits from goods or services. According to Kotler & Armstrong (2014), there are four price indicators: (1) Price affordability, (2) Price appropriateness for product quality, (3) Price competitiveness, and (4) Price appropriateness for benefits.

## Brand Image

According to Kotler & Keller (2016), a brand is a name, term, symbol, design, or combination thereof intended to identify goods or services from one seller or a group of sellers, distinguishing them from competitors (Arif et al., 2021; Fajri et al., 2021; Jacksen et al., 2021). On the other hand, brand image is the total perception of an object, formed by processing information from various sources over time (Akmal et al., 2023; Reinaldo & Chandra, 2020). The American Marketing Association, as cited in Kotler & Keller (2016), defines brand image as a set of beliefs, ideas, and impressions that an individual holds about a brand. Therefore, consumer attitudes and actions towards a brand are heavily influenced by its brand image. Had & Wibowo (2016) state that brand image is the public's perception of a company or its products. A brand is a sign or symbol that provides identity to a specific good or service and can be in the form of words, images, or a combination of both. From the opinions of various experts, it can be concluded that brand image is a representation of consumer perception and preference towards a brand, as reflected by a variety of brand associations (perceptions) in order to remain in the consumer's memory. According to Puriani et al. (2017), there are three brand image indicators: (1) Easy recognition, (2) Brand uniqueness, and (3) Positive brand impression.

## Promotion

According to Tjiptono (2013), promotion is essentially a marketing communication, meaning it's a marketing activity that aims to spread information, influence or persuade, and/or remind the target market about the company and its products, encouraging them to be willing to accept, buy, and remain loyal to the products offered by the respective company. Ginting (2012) defines promotion as all activities by a producing company to improve the quality of its products and persuade or entice consumers to buy its products. Armstrong & Kotler (2015) state that in creating sales promotions, companies must establish their objectives, choose tools, develop programs, test programs, implement them, control them, and evaluate their outcomes. The company or promotion planner needs to choose tools suitable for the product to be sold, considering the type of market, the objective of the sales promotion, competitive conditions, and the cost-effectiveness of each tool. Based on the explanations

above, promotion is a form of communication that provides convincing explanations to potential consumers about goods and services, influences buyer opinions, and persuades customers to purchase products. According to Armstrong & Kotler (2012), there are five indicators of promotion: (1) Advertising, (2) Sales promotion, (3) Personal selling, (4) Public relations, and (5) Direct marketing.

### Customer Satisfaction

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According to Assauri (2018), customer satisfaction is a key factor in customer retention and loyalty (Hocky et al., 2020; A. Irawan et al., 2023; Saputro et al., 2022). Some customers base their satisfaction solely on price considerations, while many others base their satisfaction on purchase decisions related to the level of product satisfaction they require. Daryanto & Ismanto (2014) state that customer satisfaction is the feeling of contentment that customers get from receiving value or benefits from suppliers, manufacturers, or service providers that align with their needs. Hasibuan (2018) describes customer satisfaction as a feeling that arises from being pleased with the purchased product or service, combined with factors like promotions, discounts, and prices that match the customers' economic conditions. If the performance or service of the product doesn't meet expectations, customers may feel disappointed. Conversely, if the performance or service meets or exceeds expectations, customers will feel satisfied with the product or service, increasing the likelihood of them making repeat purchases. From various studies, it can be concluded that customer satisfaction involves a feeling of contentment with a product or service that has been offered through promotions and affordable prices, enticing consumers to consider purchasing the product or service again. According to Lupiyoadi (2013), there are five indicators to measure customer perceptions: (1) Tangibles, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy.

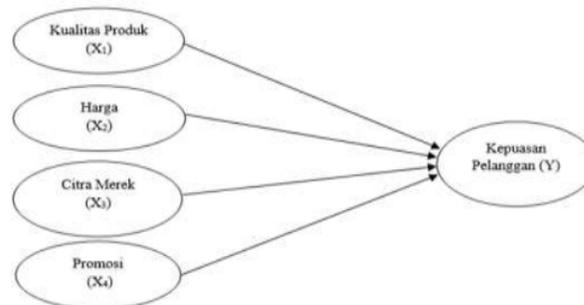
### Relationship between Variables and Hypotheses

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Based on the background of the issue and the framework of thought outlined earlier, the hypotheses for this study are as follows (1) There is an influence of product quality on customer satisfaction. (2) There is an influence of price on customer satisfaction. (3) There is an influence of brand image on customer satisfaction. (4) There is an influence of promotion on customer satisfaction. These hypotheses serve as temporary answers to the research questions and need to be validated through the collected data. The purpose of the study is to determine whether there are significant relationships between these variables and customer satisfaction.

### Theoretical Framework

The research framework illustrates the relationship of the independent variables, in this case, Product Quality (X1), Price (X2), Brand Image (X3), and Promotion (X4), towards the dependent variable which is Customer Satisfaction (Y).



Source: Processed Data 2022

Picture 1. Theoretical Framework

## METHODOLOGY

### Population and Sample

### Location and Research Timeframe

This research was conducted on the community in Pekanbaru City, focusing on customers who have made purchases on Lazada. The research was conducted from October 2022 until completion.

### Population and Sample

(Saputra & Riyadi, 2017) provide the definition that population refers to all the data that is the focus of a researcher within a specific scope and timeframe. Population relates to data; if each individual provides a piece of data, then the size or quantity of the population will be equal to the number of individuals. In this research, the population is the community of Pekanbaru City, the exact number of which is not counted; hence the precise population size is not known (Renaldo, Suhardjo, Andi, et al., 2023; Renaldo, Suhardjo, Suharti, et al., 2023; Sevendy et al., 2023).

Sample is a portion or representation of the studied population (Febriat, 2013). Based on the aforementioned opinions, it can be concluded that a sample is a subset of the population under study. The number of samples used in research depends on the desired level of precision or error. In this study, a sample size of 150 individuals was used, and the sampling technique employed is accidental sampling, where the sample being studied consists of the community of Pekanbaru City.

### Operational Definition of Research Variables

Table 3. Operasionalization of variable

Variable	Indicators	Source	Scale
Product quality (X1)	1. Bentuk (form)	Kotler & Keller, (2016)	Interval
	2. Fitur (feature)		
	3. Kualitas kinerja (performance quality)		
	4. Kesan kualitas (perceived quality)		
	5. Ketahanan (durability)		
	6. Keandalan (reliability)		
	7. Kemudahan perbaikan (repairability)		
	8. Desain (design)		
Price (X2)	1. Keterjangkauan Harga	(Kotler & Armstrong, 2014)	Interval
	2. Kesesuaian Harga dengan Kualitas		
	3. Produk Daya Saing Harga		
	4. Kesesuaian Harga dengan Manfaat		
Brand image (X3)	1. Mudah Dikenali	(Puriani et al., 2017)	Interval
	2. Keunikan Merek		
	3. Kesan Merek yang Baik		
Promotion (X4)	1. Periklanan (advertising)	(Armstrong & Kotler, 2012)	Interval
	2. Promosi penjualan (sales promotion)		
	3. Penjualan Perseorangan (personal selling)		
	4. Hubungan masyarakat (public relation)		
	5. Penjualan langsung (direct marketing)		
Customer Satisfaction (Y)	1. Bukti fisik (Tangibles)	(Lupiyoadi, 2013)	Interval
	2. Keandalan (reliability)		
	3. Ketanggapan (responsiveness)		
	4. Jaminan dan kepastian (Assurance)		
	5. Empati (Empathy)		

Source: Processed Data 2022

### Types and Sources of Data

The types and sources of data used in this research are as follows: (1) Primary Data: Primary data is data obtained directly from the researched respondents. (2) Secondary Data: Secondary data is data acquired indirectly from external sources and involves intermediary media (Anton et al., 2023; Estu et al., 2023; Pramesti & Renaldo, 2023).

### Data Collection Techniques

The data collection techniques that can be used in this research are as follows: (1) Documentation: This method involves copying data that has already been published. (2) Interview: Conducted directly with the respondents, in this case, consumers related to the researched problem, to obtain the necessary primary data for this study. (3) Questionnaire: A list of written statements given to the respondents who are the sample of this study (Muhrodin et al., 2024; Nyoto et al., 2023; Tanjung et al., 2023).

#### Validity Test

Validity testing shows to what extent a measurement tool is valid in measuring the intended variable. To measure validity, you can correlate the scores of individual statements with the total score of the construct or variable (Ghozali, 2016). If the validity value for each statement  $> 0.3$ , then those statements are considered valid (Sugiyono, 2014).

#### Reliability Test

According to (Ghozali, 2016), a questionnaire is considered reliable if an individual's responses to statements are consistent or stable over time. Testing is done by administering the questionnaire once, and then the obtained data is analyzed using a specific technique, in this case, the Cronbach Alpha ( $\alpha$ ) technique. A variable is considered reliable if it yields a Cronbach Alpha value  $> 0.60$  (Putra & Kudri, 2024; Renaldo et al., 2024; Suhardjo et al., 2023).

#### Normality Test

According to (Ghozali, 2016), the normality test aims to determine whether in a regression model, the disturbance or residual variable follows a normal distribution. Proof of whether the data follows a normal distribution or not can be observed in the shape of the data distribution, either in a histogram or a normal probability plot (P-P-Plot).

#### Heteroskedasticity Test

According to (Ghozali, 2016), the heteroskedasticity test is used to determine the presence of unequal variance in residuals in a regression model. A prerequisite for a regression model is the absence of heteroskedasticity issues. A good regression model is one that is homoskedastic or doesn't exhibit heteroskedasticity.

#### Multicollinearity Test

According to (Ghozali, 2016), multicollinearity is a condition where there is a perfect or near-perfect linear relationship between two or more independent variables in a regression model. A good regression model should not have correlations among independent variables. If the Variance Inflation Factor (VIF) value  $> 10$ , multicollinearity is present. Conversely, if  $VIF < 10$ , multicollinearity is not present.

#### Simultaneous Test (F Test)

The F test indicates whether all independent or predictor variables collectively have a significant impact on the dependent or outcome variable. If  $F_{\text{calculated}} < F_{\text{table}}$  or  $P\text{-value} > \alpha$ , it is considered non-significant because the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected, implying that the independent variables do not collectively influence the dependent variable. Conversely, if  $F_{\text{calculated}} > F_{\text{table}}$  or  $P\text{-value} < \alpha$ , it is considered significant because  $H_0$  is rejected and  $H_1$  is accepted, meaning that the independent variables collectively have an impact on the dependent variable.

#### Coefficient of Determination Test ( $R^2$ )

The Coefficient of Determination ( $R^2$ ) test essentially measures to what extent the independent variables explain the variation in the dependent variable. The value of the coefficient of determination ranges between zero and one. A small  $R^2$  value indicates that the ability of the independent variables to explain the dependent variables is limited (Ghozali, 2016).

#### Multiple Linear Regression Test

To understand the extent of the influence of variables like product quality, price, and image, and promotion on customer satisfaction, a multiple linear regression analysis is employed. This analysis is used to express the causal relationship between independent variables and the dependent variable and to estimate the value of the dependent variable based on the independent variables. The equation for the multiple linear regression analysis in this study is as follows:

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

### Partial Test (t Test)

The t test essentially indicates the individual impact of each independent variable in explaining the dependent variable. The hypothesis being addressed is H1:  $b_1 \neq 0$  which means there is an impact. The criteria for accepting or rejecting H1 are as follows: (1) H1 is accepted if the calculated t value > the tabulated t value at  $\alpha = 5\%$  and the p-value < the level of significance (0.05). (2) H1 is rejected if the calculated t value < the tabulated t value at  $\alpha = 5\%$  and the p-value < the level of significance (0.05).

## RESULTS AND DISCUSSION

### Respondent Characteristics

Table 4. Demographic Characteristics of Study Respondents.

Demographic	Category	Frequency	%
Age	< 20 th	25	16.7%
	21 - 30 th	121	80.6%
	31 - 40 th	4	2.7%
	> 40 th	-	-
<b>Total</b>		<b>150</b>	<b>100.0%</b>
Gender	Laki-Laki	69	46%
	Perempuan	81	54%
<b>Total</b>		<b>100</b>	<b>100.0%</b>
Education level	SD	2	1.3%
	SMP	2	1.3%
	SMA	91	60.7%
	Diploma	5	3.4%
	Sarjana	50	33.3%
<b>Total</b>		<b>150</b>	<b>100.0%</b>
Occupation	Belum bekerja	7	4.7%
	Pelajar/ Mahasiswa	62	41.3%
	Karyawan Swasta	54	36%
	Wiraswasta	9	6%
	Lainnya	18	12%
<b>Total</b>		<b>150</b>	<b>100%</b>
Income	≤ Rp 2.000.000	51	34%
	Rp 2.000.001 - Rp 4.000.000	69	46%
	Rp 4.000.001 - Rp 6.000.000	21	14%
	> Rp 6.000.001	9	6%
<b>Total</b>		<b>150</b>	<b>100%</b>

Source: Processed data 2022

Based on the table above, it is evident that the age of consumer respondents who have used Lazada in Pekanbaru is as follows: ≤ 20 years old with 25 respondents (16.7%), 21-30 years old with 121 respondents (80.6%), 31-40 years old with 1 respondent (2.7%), and there are no respondents above 40 years old. Therefore, consumers who have used Lazada in Pekanbaru are predominantly in the 21-30 age group. This is because individuals in the 21-30 age range are more interested in online shopping. The gender distribution of the consumer respondents who have used Lazada in Pekanbaru indicates that there are 69 male respondents (46%) and 81 female respondents (54%). Consequently, there are more female respondents who have used Lazada in Pekanbaru. This is likely because women tend to prefer online shopping. The education level of consumer respondents who have used Lazada in Pekanbaru is as follows: 2 respondents with primary education (1.3%), 2 respondents with junior high school education (1.3%), 91 respondents with high school education (60.7%), 5 respondents with diploma education (3.4%), and 50 respondents with bachelor's degree education (33.3%). Thus, the majority of consumer respondents who have used Lazada in Pekanbaru have a high school education. This is likely due to the

convenience of online shopping for high school students. In terms of occupation, the distribution of consumer respondents who have used Lazada in Pekanbaru is as follows: 7 unemployed respondents (4.7%), 62 student respondents (41.3%), 54 private employee respondents (36%), 9 self-employed respondents (6%), and 18 respondents in other occupations (18%). Therefore, most of the consumer respondents who have used Lazada in Pekanbaru are students. This might be due to the affordability of Lazada's products for students.

Regarding income, the distribution of consumer respondents who have used Lazada in Pekanbaru is as follows: ≤ Rp. 2,000,000 with 51 respondents (34%), Rp. 2,000,001 – Rp. 4,000,000 with 69 respondents (46%), Rp. 4,000,001 – Rp. 6,000,000 with 21 respondents (14%), and > Rp. 6,000,001 with 9 respondents (6%). Thus, most of the consumer respondents who have used Lazada in Pekanbaru fall within the income range of Rp. 2,000,001 – Rp. 4,000,000. This is likely due to the numerous discounts available for products sold on Lazada.

**Table 5. Respondent Perceptions Regarding Product Quality, Price, Brand Image, Promotion, and Customer Satisfaction**

Variable	Indicate	Scor average	Variable average
Product quality (X1)	K1	3,59	3.70
	K2	3,55	
	K3	3,80	
	K4	3,85	
	K5	3,74	
	K6	3,75	
	K7	3,69	
	K8	3,67	
	K9	3,66	
	K10	3,67	
	K11	3,69	
	K12	3,71	
	K13	3,63	
	K14	3,66	
	K15	3,79	
	K16	3,79	
Price (X2)	H1	3,83	3.75
	H2	3,75	
	H3	3,79	
	H4	3,76	
	H5	3,71	
	H6	3,70	
	H7	3,77	
	H8	3,69	
Brand image (X3)	C1	3,88	3.85
	C2	3,72	
	C3	3,90	
	C4	3,85	
	C5	3,91	
	C6	3,84	
Promotin (X4)	P1	3,69	4.16
	P2	3,69	
	P3	3,63	
	P4	3,71	
	P5	3,62	
	P6	3,61	
	P7	3,73	
	P8	3,71	
	P9	3,84	
	P10	3,85	
Costumer satisfaction (Y)	KP1	3,66	3.74
	KP2	3,77	

Variable	Indicate	Scor average	Variable average
	KP3	3,75	
	KP4	3,73	
	KP5	3,74	
	KP6	3,73	
	KP7	3,62	
	KP8	3,84	
	KP9	3,81	
	KP10	3,78	

Source: processed Data, 2022

Based on the results in the table above, respondents' perceptions regarding the variable "product quality" indicate that the average response is Good, with a mean value of 3.70. This can be concluded that respondents have a positive perception regarding the product quality variable in this study. In Table 4.6 above, respondents' perceptions regarding product quality show that the statement with the highest score is "Products on Lazada have varied shapes and sizes" with a score of 3.85 (Good), while the statement with the lowest score is "Products on Lazada are of good quality" with a score of 3.55 (Good).

Regarding the variable "price," respondents' perceptions show that the average response is Good, with a mean value of 3.75. This can be concluded that respondents have a very positive perception regarding the price variable in this study. In Table 4.7 above, respondents' perceptions regarding price show that the statement with the highest score is "Products on Lazada are attractive" with a score of 3.83 (Good), while the statement with the lowest score is "Products on Lazada have good quality" with a score of 3.69 (Good). For the variable "brand image," respondents' perceptions show that the average response is Good, with a mean value of 3.85. This can be concluded that respondents have a positive perception regarding the brand image variable in this study. In Table 4.8 above, respondents' perceptions regarding brand image show that the statement with the highest score is "Products on Lazada have a positive brand impression" with a score of 3.91 (Good), while the statement with the lowest score is "Products on Lazada have a good reputation" with a score of 3.72 (Good).

Regarding the variable "promotion," respondents' perceptions show that the average response is Good, with a mean value of 3.71. This can be concluded that respondents have a positive perception regarding the promotion variable in this study. In Table 4.9 above, respondents' perceptions regarding promotion show that the statement with the highest score is "Lazada advertises products through digital ads" with a score of 3.85 (Good), while the statement with the lowest score is "I get this information through friends offering products on Lazada" with a score of 3.61 (Good). Lastly, for the variable "customer satisfaction," respondents' perceptions indicate an Agree response, with a mean value of 3.74. This can be concluded that respondents agree with the customer satisfaction variable in this study. In Table 4.9 above, respondents' perceptions regarding customer satisfaction show that the statement with the highest score is "Lazada provides discounts on specific dates" with a score of 3.84 (Agree), while the statement with the lowest score is "Lazada offers product warranties" with a score of 3.62 (Agree).

## Validity Test

To validate the questionnaire as a research instrument, a validity test is conducted. An instrument is considered valid if it can measure what is intended to be measured and can consistently capture data from the studied variables. The examination of instrument validity with 150 respondents can yield research results where the correlation value ( $r > 0.3$ ). It is known that the validity test results for the variable "product quality" have correlations greater than 0.3, which indicates that the questionnaire items for the "product quality" variable (X1) are valid for further testing. Next, it is known that the validity test results for the variable "price" have correlations greater than 0.3, which indicates that the questionnaire items for the "price" variable (X2) are valid for further testing. Similarly, the validity test results for the variable "brand image" have correlations greater than 0.3, indicating that the questionnaire items for the "brand image" variable (X3) are valid for further testing. The validity test results for the variable "promotion" also have correlations greater than 0.3, which means that the questionnaire items for the "promotion" variable (X4) are valid for further testing. Lastly, the validity test results for the variable "customer satisfaction" have correlations greater than 0.3, signifying that the questionnaire items for the "customer satisfaction" variable (Y) are valid for further testing.

## Reliability test

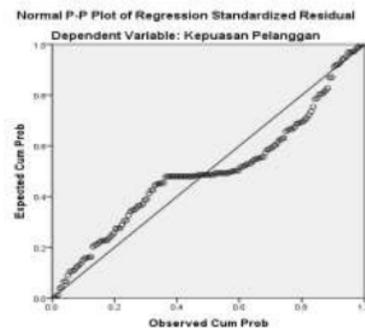
**Table 6. respondents feedback result**

Variable	Coefficient Alpha
Product quality (X1)	0.967
Price (X2)	0.939
Brand image (X3)	0.927
Promotion (X4)	0.947
Customer satisfaction (Y)	0.961

Source: processed Data, 2022

2 To test the questionnaire as a research instrument, reliability testing is employed. 2 The results of the reliability test are used to determine whether the research instrument can be used repeatedly at different 12 es. Testing the instrument, including reliability testing with 150 respondents, yields research outcomes. If the coefficient 4 value (Cronbach's Alpha) is  $> 0.60$ , then the statements can be consid 10 d reliable. From the table provided, it is known that the results of the reliability test for the variables of price, product quality, brand image, and purchase decisions indicate that each variable has a reliability value  $> 0.60$ . This implies that each variable in this research instrument is reliable and can thus be used in the study.

### Normality test

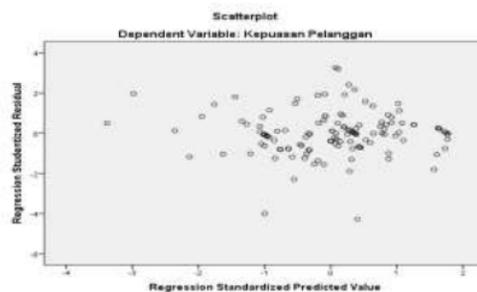


Source: processed Data ,2022

Picture 2. normality test result

Based on the above figure, it can be observed that the dots (points) are scattered around the diagonal line, and their dispersion follows the direction of the diagonal line. Therefore, it is stated that the regression model in the research is suitable for measuring the Purchase Decision of Cimory Yogurt in Pekanbaru City. This implies that the residual data is normally distributed, fulfilling the assumption of normality.

### Heteroskedasticity Test



Source: Processed Data 2022

Picture 3. Heteroskedasticity Test Results

Based on the Figure 2, it is concluded that the dots (points) 6 e scattered without forming a specific pattern around the diagonal line (widening and narrowing alternatively) above and below the value of 0 (zero) on the Y-axis. This indicates that the regression model in this study is free from heteroskedasticity phenomenon.

**Simultaneous test (F test)**

**Table 9. Simultaneous test result (Uji F)**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	7649.128	4	1912.282	137.183	.000b
	Residual	2021.246	145	13.940		
	Total	9670.373	149			

Source: processed Data SPSS, 2022

Based on the results of the simultaneous F-test, it is evident that the calculated F-value of 137.183 is greater than the tabulated F-value of 2.43. This implies that the calculated F-value is greater than the tabulated F-value, and the significance value (Sig) of 0.000 is less than the significance level (alpha) of 0.05. This indicates that the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Consequently, it can be concluded that the price, product quality, and brand image, when considered together, have a significant and meaningful influence on Customer Satisfaction on Lazada in Pekanbaru City.

**Coefficient of Determination (R2) Test**

**Table 10. coefficient of determination result (R2)**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0.889 <sup>a</sup>	0.791	0.785	3.73358	

Source: processed data SPSS, 2022

Based on the results of the Coefficient of Determination (R2) test provided above, the R2 value is 0.785. This indicates that the variables of product quality, price, brand image, and promotion collectively have an influence on customer satisfaction amounting to 78.5%. The remaining 21.5% is explained by other variables outside the research model that were not studied.

**Multiple Linear Regression Test**

**Table 11. multiple linear regression test result**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	
(Constant)	0.371	1.645	
Product quality	0.274	0.057	0.416
Price	0.349	0.120	0.256
Brand image	0.050	0.141	0.029
Promotion	0.247	0.076	0.241

Source: processed Data SPSS, 2022

Based on the table above regarding the results of the regression analysis, the following explanations can be provided: The multiple linear regression equation is given as follows:

$$Y = 0,371 + 0,274X_1 + 0,349X_2 + 0,050X_3 + 0,247X_4 + e$$

Constant (Intercept): The constant value is 0.371. This implies that if all four variables in this study have no influence, customer satisfaction would be 37.1%. Coefficient for Product Quality (X1): The coefficient for product quality (X1) is 0.274. This means that an increase in product quality would lead to an increase in purchase decisions. Therefore, there is a positive relationship between product quality and customer satisfaction. Coefficient for Price (X2): The coefficient for price (X2) is 0.349. This indicates that an increase in price would lead to an increase in customer satisfaction. Thus, there is a positive relationship between price and customer satisfaction. Coefficient for Brand Image (X3): The coefficient for brand image (X3) is 0.050. This suggests that an increase in brand image would lead to an increase in customer satisfaction. Hence, there is a positive relationship between brand image and customer satisfaction. Coefficient for Promotion (X4): The coefficient for promotion (X4) is 0.247. This implies that an increase in promotion would lead to an increase in customer satisfaction. Therefore, there is a positive relationship between promotion and customer satisfaction. In summary,

the multiple linear regression equation and coefficients indicate the relationships between the variables and customer satisfaction. Positive coefficients for all the independent variables (X1, X2, X3, X4) suggest that increases in those variables are associated with increased customer satisfaction. The constant value represents the baseline level of customer satisfaction when all variables have no influence.

### Partial Test (T-test)

**Tabel 12. Hasil Uji Partial (Uji T)**

Variabel	T <sub>hitung</sub>	T <sub>tabel</sub>	Sig	Keterangan
Kualitas Produk	4.791	1.976	0.000	Berpengaruh positif dan signifikan
Harga	2.898	1.976	0.004	Berpengaruh positif dan signifikan
Citra Merek	0.355	1.976	0.723	Berpengaruh positif dan tidak signifikan
Promosi	3.264	1.976	0.001	Berpengaruh positif dan signifikan

Sumber: Data Olahan SPSS, 2022

Based on the table above, the test results indicate the following:

For the variable "product quality": The calculated t-value (Thitung) of 4.791 is greater than the tabulated t-value (Ttabel) of 1.976, and the significance value (sig) of 0.000 is less than the significance level (alpha) of 0.05. Therefore, it can be concluded that product quality has a positive and significant partial effect on customer satisfaction on Lazada. For the variable "price": The calculated t-value (Thitung) of 2.898 is greater than the tabulated t-value (Ttabel) of 1.976, and the significance value (sig) of 0.004 is less than the significance level (alpha) of 0.05. This implies that price has a positive and significant partial effect on customer satisfaction on Lazada. For the variable "brand image": The calculated t-value (Thitung) of 0.355 is less than the tabulated t-value (Ttabel) of 1.976, and the significance value (sig) of 0.723 is greater than the significance level (alpha) of 0.05. Thus, it can be concluded that brand image has a positive partial effect on customer satisfaction on Lazada, but it is not statistically significant. For the variable "promotion": The calculated t-value (Thitung) of 3.264 is greater than the tabulated t-value (Ttabel) of 1.976, and the significance value (sig) of 0.001 is less than the significance level (alpha) of 0.05. Consequently, it can be concluded that promotion has a positive and significant partial effect on customer satisfaction on Lazada.

In summary, the partial test results indicate the individual effects of each independent variable on customer satisfaction on Lazada. Variables like product quality, price, and promotion have both positive and significant partial effects, while brand image has a positive but nonsignificant partial effect on customer satisfaction.

### Discussion

As previously outlined, the purpose of this study is to analyze and determine the influence of Product Quality, Price, Brand Image, and Promotion on Customer Satisfaction on Lazada in Pekanbaru City. The discussion is conducted to assess the significance of the contributions of independent variables to the dependent variable. The overall results of the testing and correlation in this research are as follows:

#### Impact of Product Quality on Customer Satisfaction

Based on the analysis results, it is evident that product quality has a positive and significant impact on customer satisfaction. This conclusion is drawn from the linear regression analysis and T-test results, both of which show a positive and significant relationship. This implies that product quality significantly influences customer satisfaction on Lazada. These findings are based on respondents' feedback regarding the statements related to product quality, which indicates a favorable descriptive analysis of the variable. The highest-rated statement is "Products on Lazada come in various shapes and sizes," with a score of 3.85 (good), while the lowest-rated statement is "Products on Lazada are good," with a score of 3.55 (good). This suggests that better product quality perceived by consumers leads to increased customer satisfaction with Lazada, consequently driving continued shopping behavior on the platform.

These research outcomes are consistent with the findings of other studies. According to research by Rufliansah & Seno (2020) and Setyo (2017), product quality is demonstrated to have a significant impact on customer satisfaction.

#### Impact of Price on Customer Satisfaction

Based on the analysis results, it is evident that price has a positive and significant impact on customer satisfaction. This conclusion is drawn from the linear regression analysis and T-test results, both of which show a positive and significant relationship. This indicates that price significantly influences customer satisfaction on Lazada. These findings are based on respondents' feedback regarding the statements related to price, indicating a positive descriptive analysis of the variable.

The highest-rated statement is "Products on Lazada are attractive," with a score of 3.83 (good), while the lowest-rated statement is "Products on Lazada have good quality," with a score of 3.69 (good). This suggests that offering prices that correspond to the benefits provided to consumers can enhance customer satisfaction and encourage repeat shopping behavior on Lazada.

These research outcomes are in line with findings from other studies. According to research conducted by Andalusi (2018) and Ruffiansah & Seno (2020), price is demonstrated to have a significant impact on customer satisfaction.

#### **Impact of Brand Image on Customer Satisfaction**

Based on the analysis results, it is revealed that the brand image variable has a calculated t-value (t hitung) of 0.355, whereas the tabulated t-value (t tabel) is 1.976. As t hitung is less than t tabel, with a significance value for the brand image variable of 0.723, which is greater than the significance level of 0.05, the alternative hypothesis (H1) is accepted, and the null hypothesis (Ho) is rejected. Therefore, it can be concluded that, in partial terms, the brand image variable has a positive but statistically nonsignificant impact on customer satisfaction.

These findings are based on respondents' feedback regarding statements related to brand image, which indicates a favorable descriptive analysis of the variable. The highest-rated statement is "Products on Lazada give a positive brand impression," with a score of 3.91 (good), while the lowest-rated statement is "Products on Lazada have a good reputation," with a score of 3.72 (good).

These research outcomes align with a study conducted by Sondakh (2014), which indicates that brand image does not have a significant impact on customer satisfaction.

#### **Impact of Promotion on Customer Satisfaction**

Based on the analysis results, it is evident that promotion has a positive and significant impact on customer satisfaction. This conclusion is drawn from the linear regression analysis and T-test results, both of which show a positive and significant relationship. This implies that promotion significantly influences customer satisfaction on Lazada. These findings are based on respondents' feedback regarding the statements related to promotion, indicating a favorable descriptive analysis of the variable. The highest-rated statement is "Lazada advertises products through digital advertisements," with a score of 3.85 (good), while the lowest-rated statement is "Received information through friends offering products on Lazada," with a score of 3.61 (good). This suggests that providing offers that align with consumer income and needs can enhance customer satisfaction and encourage shopping behavior on Lazada.

These research outcomes are consistent with findings from other studies. According to research conducted by Yanuar et al. (2017) and Tjahjaningsih (2013), promotion is demonstrated to have a significant impact on purchase decisions.

## **CONCLUSION**

This research aimed to examine the influence of product quality, price, brand image, and promotion on customer satisfaction on Lazada in Pekanbaru City. The conclusions drawn from the conducted study are as follows: Product quality has a significant impact on customer satisfaction on Lazada in Pekanbaru. This implies that an increase in product quality leads to an increase in customer satisfaction. Price has a significant impact on customer satisfaction on Lazada in Pekanbaru. This means that an increase in price leads to an increase in customer satisfaction. Brand image does not have a significant impact on customer satisfaction on Lazada in Pekanbaru. Promotion has a significant impact on customer satisfaction on Lazada in Pekanbaru. This indicates that an increase in promotion leads to an increase in customer satisfaction. These conclusions are derived from the analysis of the research results and the responses of respondents to the statements related to the studied variables. The findings provide insights into the factors that contribute to customer satisfaction on Lazada in Pekanbaru City. The study contributes to the understanding of how these factors can influence customer satisfaction in the context of online retail platforms.

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