

## THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE ON CUSTOMER SATISFACTION AT KYUWKA THE LABEL IN DENPASAR CITY

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### Abstract:

Customer satisfaction is one of the key factors for the success of a business. Many business failures occur because customers are disappointed, leading them to seek alternative similar products. Customer satisfaction is influenced by many factors such as product quality, brand image, and price. The problem formulation in this study is how product quality, brand image, and price affect customer satisfaction. This study aims to determine the influence of product quality, brand image, and price on customer satisfaction. The population in this study consists of customers of Kyuwka The Label in Denpasar City, and the sample includes 98 respondents. The research method used is quantitative. Data analysis techniques include Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, F Test, and t Test using SPSS version 26. From the research results, it was found that product quality, brand image, and price have a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and price has a positive and significant effect on customer satisfaction.

**Keywords:** Product Quality, Brand Image, Price, Customer Satisfaction.

## INTRODUCTION

Kyuwka The Label is one of the pioneers of fashion in Bali, especially in the Denpasar area. Initially, this business started in 2012, starting from home. In 2018, the clothing concept from Kyuwka became widely sought after and known by the public because posts made on social media could attract consumers. Until now, Kyuwka's business still exists among the people of Bali, especially in Denpasar, but in 2024, Kyuwka The Label's sales fluctuated every month, and a significant decline occurred in March, July, and November. In January, sales reached their highest figure at the beginning of the year. This increase was due to high demand after the year-end celebrations and the trend of purchasing new products by consumers at the beginning of the year. Then, in February, sales remained at a fairly good level due to Valentine's Day, when the company held many attractive promotions and discounts that encouraged increased purchases, especially on products used as gifts. However, in March, July, and November, there was a significant decline in sales. One of the main factors contributing to this decline was declining product quality, which led to customer dissatisfaction and switching to other brands.

Furthermore, the company's brand image also suffered due to a lack of promotional activity and the arrival of new competitors in the market. Less competitive pricing further exacerbated the situation, particularly in July, when consumers tend to be more price-sensitive. Despite this, December once again became the highest sales month of the year. It was driven by Christmas and New Year's celebrations, which saw a sharp increase in consumer spending. Furthermore, numerous year-end promotions and significant discounts contributed to the significant sales surge.



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Customer satisfaction is one of the keys to business success, according to Cynthia & Arifiansyah (2023). Many business failures occur because customers are disappointed, leading them to seek alternatives to similar products. Therefore, almost every company today recognizes the importance of customers and strives to provide customer satisfaction, because with satisfied customers, profits will naturally follow, according to Asy'ari (2021). Customer satisfaction is crucial to a company's success. Product quality is one of the factors influencing consumer considerations in purchasing.

According to Kotler & Keller (2019), product quality is the ability of a product to demonstrate its functions, including durability, reliability, accuracy, ease of operation, and product repair. Product quality is very important for consumers because if the quality offered is appropriate, consumers will come back to make another purchase. Therefore, to create effective repurchase interest, a balanced quality is necessary. Based on the results of observations and interviews at Kyuwka The Label, problems were found with product quality, especially in the aesthetic aspect of the product. Several customers stated that the clothing designs offered were not entirely consistent in terms of the neatness of stitching and finishing details. This phenomenon gives rise to the perception that the aesthetic quality of the product still needs to be improved to match the fashion standards expected by consumers.

Brand image is a brand perception connected through brand associations embedded in the minds of consumers, according to Aurellia & Sidharta (2023). Brand image is a strong factor supporting the success of entrepreneurs in running their businesses. A brand that can be firmly embedded in the minds of consumers with a loyal base is needed so that it can foster consumer loyalty to the products purchased, and the company gains long-term profits. Based on the results of observations and interviews at Kyuwka The Label, problems were found with brand image, especially in the aspect of product image. Several customers expressed complaints regarding the quality of materials and design variations that were considered less innovative. In addition, there was also a discrepancy between the appearance of the product promoted through Instagram and the actual condition when the product was received by the customer. This phenomenon caused the image of Kyuwka The Label products to become less strong in the eyes of consumers.

Price is something consumers must pay when they want to use or enjoy the products and services sold by a company. Price plays a significant role in whether consumers will repurchase a previously purchased product. Research conducted by Ilyas (2021) found that price is one of many factors influencing consumer purchase intentions and purchases. Based on observations and interviews at Kyuwka The Label, issues with pricing were identified, particularly regarding the appropriateness of price to product quality. Some customers felt that the offered price was relatively high compared to the quality of the product received. It was evident in complaints about materials deemed less premium and inconsistent finishing results, such as imprecise fabric cuts and poorly attached zippers or buttons. This condition creates the perception that the product is not worth the price, potentially weakening the brand's appeal in the eyes of consumers. Based on this phenomenon, previous research results, and research gaps, the researcher was interested in conducting a study entitled "The Effect of Product Quality, Brand Image, and Price on Customer Satisfaction at Kyuwka The Label in Denpasar City."

**Customer Satisfaction.** According to Natasya (2025), customer satisfaction is a consumer's overall assessment of a product's benefits based on what they receive and what they respond to, or the consumer's response to, the fulfillment of their needs.

**Product Quality.** According to Nur et al. (2022), product quality is the ability of a product to deliver results or performance that meets or even exceeds customer expectations. It makes product quality a crucial consideration for business owners, as it is closely linked to customer satisfaction.

**Brand Image.** Haryanto & Harsono (2022) define brand image as an important component of customer-based brand equity, or as the perception of a brand reflected by brand associations captured in customer memory. Therefore, brand image is formed through the combined effects of brand associations.

**Price.** According to Wijaya et al. (2023), price is the value of a product or service, represented by a specific amount of money. Products and services have a price if they offer value and benefits. In addition to benefits and value, products also have limitations (scarcity). The more useful and rare an item is, the higher its price will be.

## METHODS

This research was conducted at Kyuwka The Label, located at Jalan Tukad Batanghari No. 46d, Denpasar, Bali. The objects of this research are product quality, brand image, price, and customer satisfaction at Kyuwka The Label in Denpasar City. The population in this research is all consumers who shopped at Kyuwka The Label in 2024, which is 6,204 consumers. The sampling method in this research uses purposive sampling; this sampling certainly considers certain criteria, which are then expected by using purposive sampling of samples according to the criteria required in this research. The calculation of the number of samples in the research can use the calculation with the Slovin formula. Based on the Slovin formula, the required number of samples is 98.41 or rounded up to 98 respondents from Kyuwka The Label consumers in Denpasar City. The independent variables in this research are Product Quality (X1), Brand Image (X2), and Price (X3), while the dependent variable in this research is Customer Satisfaction (Y). The types of data used in this study are qualitative and quantitative, and the data sources are primary and secondary data. The data collection methods used in this study are observation and surveys, supported by interviews. Four data analysis techniques are used in this study, which can be classified as follows: Descriptive Statistics, Classical Assumption Tests, Multiple Linear Regression Analysis, and Hypothesis Testing.

## RESULT AND DISCUSSION

### Multiple Linear Regression Analysis.

**Table 1.** Summary of Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.102	.908		.113	.911
1 Product quality	.345	.089	.353	3.897	.000
Brand image	.320	.085	.324	3.767	.000
Price	.152	.065	.211	2.352	.021

Source: Data processed in 2025

Based on the table above, the multiple linear regression equation can be written as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 0,102 + 0,345X_1 + 0,320X_2 + 0,152X_3 + e$$



The multiple linear regression equation shows the direction of each independent variable on the dependent variable. The results of the multiple linear regression equation can be described as follows:

1.  $\beta_1$  = The regression coefficient value for the product quality variable is +0.345, indicating that product quality has a positive effect on customer satisfaction. A positive regression coefficient indicates a directional effect, meaning that better product quality leads to increased customer satisfaction.
2.  $\beta_2$  = The regression coefficient value for the brand image variable is +0.320, indicating that brand image has a positive effect on customer satisfaction. A positive regression coefficient indicates a directional effect, meaning that better brand image leads to increased customer satisfaction.
3.  $\beta_3$  = The regression coefficient value for the price variable is +0.152, indicating that price has a positive effect on customer satisfaction. A positive regression coefficient indicates a directional effect, meaning that appropriate pricing leads to increased customer satisfaction.

#### F Test.

**Table 2.** F-test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	557.329	3	185.776	40.315	.000 <sup>b</sup>
1 Residual	433.161	94	4.608		
Total	990.490	97			

Source: Data processed in 2025

Based on the table above, it is known that F count (40.315) > F table (2.70) with a significance value of F is 0.000 < 0.05, so H0 is rejected, and H1 is accepted. It means that the variables of product quality (X1), brand image (X2) and price (X3) have a significant effect on customer satisfaction (Y) of Kyuwka The Label in Denpasar City. Based on the results of the research analysis conducted, the following discussion can be made:

**The Effect of Product Quality, Brand Image, and Price on Customer Satisfaction at Kyuwka The Label in Denpasar City.** Based on the F test, the calculated F (40.315) > F (2.70) with a significance value of 0.000 < 0.05, H0 is rejected, and H1 is accepted. It means that the variables of product quality (X1), brand image (X2), and price (X3) have a significant effect on customer satisfaction at Kyuwka The Label in Denpasar City. It means that the better the product quality, brand image, and price, the higher the customer satisfaction at Kyuwka The Label in Denpasar City. Conversely, the worse the product quality, brand image, and price, the lower the customer satisfaction at Kyuwka The Label in Denpasar City. The influence of product quality, brand image, and price on customer satisfaction is based on the Expectancy Disconfirmation Theory (EDT). This theory shows a relationship between product quality and customer satisfaction. The results of this study support previous research conducted by Ramdhani & Widyasari (2022), which stated that product quality has a positive and significant effect on customer satisfaction, meaning that the better the product quality, the higher the customer satisfaction. Ghaissani & Pawitan (2024) found that brand image has a positive and significant effect on customer satisfaction. It indicates that a positive

brand image will lead to increased customer satisfaction. Michael & Septiani (2024) found that price has a positive effect on customer satisfaction. It means that the more appropriate the price, the higher the customer satisfaction.

**The Effect of Product Quality on Customer Satisfaction at Kyuwka The Label in Denpasar City.** The effect of product quality on customer satisfaction at Kyuwka The Label in Denpasar City was obtained with a t-test (3.897) > t-table (1.661) with a significance level of 0.000 < 0.05. Therefore, H0 is rejected, and H2 is accepted. It means that the product quality variable has a partial positive and significant effect on customer satisfaction at Kyuwka The Label in Denpasar City. The regression coefficient (product quality variable) is + 0.345. It means that better product quality will increase customer satisfaction at Kyuwka The Label in Denpasar City, and conversely, worse product quality will decrease customer satisfaction at Kyuwka The Label in Denpasar City. The effect of product quality on customer satisfaction is based on Expectancy Disconfirmation Theory (EDT). This theory shows a relationship between product quality and customer satisfaction. The results of this study are supported by the results of previous research conducted by Ramdhani & Widyasari (2022), which stated that product quality has a positive and significant effect on customer satisfaction, meaning that the better the product quality provided, the higher the customer satisfaction. Fadini et al. (2025) found that product quality has a positive and significant effect on customer satisfaction, indicating that good product quality can increase customer satisfaction because the product meets or even exceeds user expectations. Nyarmiati & Astuti (2021) found that product quality has a positive effect on customer satisfaction, meaning that the better the product quality offered, the higher the customer satisfaction.

**The Influence of Brand Image on Customer Satisfaction at Kyuwka The Label in Denpasar City.** The influence of brand image on customer satisfaction at Kyuwka The Label in Denpasar City was obtained with a calculated t (3.767) > t (1.661) with a significance level of 0.000 < 0.05. Therefore, H0 is rejected, and H3 is accepted. It means that the brand image variable has a partial positive and significant effect on customer satisfaction at Kyuwka The Label in Denpasar City. The regression coefficient (brand image variable) is +0.320. It means that a better brand image will increase customer satisfaction at Kyuwka The Label in Denpasar City. Conversely, a worse brand image, in relation to the benefits received, will decrease customer satisfaction at Kyuwka The Label in Denpasar City. The influence of brand image on customer satisfaction is based on Expectancy Disconfirmation Theory (EDT). This theory demonstrates a relationship between brand image and customer satisfaction. The results of this study support previous research conducted by Budiawan & Iswati (2024), which found that brand image has a positive and significant effect on customer satisfaction. It means that a good brand image will provide a positive experience for customers, resulting in their satisfaction with the product. Good product quality will meet customer needs and expectations. Ghaissani & Pawitan (2024) found that brand image has a positive and significant effect on customer satisfaction.

**The Effect of Price on Customer Satisfaction at Kyuwka The Label in Denpasar City.** The effect of price on customer satisfaction at Kyuwka The Label in Denpasar City was a t-test (2.352) > t-table (1.661) with a significance level of 0.021 < 0.05. Therefore, H0 is rejected, and H4 is accepted. It means that the price variable has a partial positive and significant effect on customer satisfaction at Kyuwka The Label in Denpasar City. The regression coefficient (price variable) is +0.152. It means that a more appropriate price will increase customer satisfaction at Kyuwka The Label in Denpasar



City, and conversely, a more inappropriate price will decrease customer satisfaction at Kyuwka The Label in Denpasar City. The effect of price on customer satisfaction is based on Expectancy Disconfirmation Theory (EDT). This theory demonstrates a relationship between product quality and customer satisfaction. The results of this study support previous research conducted by Michael & Septiani (2024), which found that price positively impacts customer satisfaction. It means that the more appropriate the price, the higher the customer satisfaction. Maharani & Alam (2022) found that price has a positive and significant effect on customer satisfaction.

## CONCLUSION

Based on the data analysis and discussion, the following conclusions were drawn:

1. Product quality, brand image, and price have a positive and significant impact on customer satisfaction at Kyuwka The Label in Denpasar.
2. Product quality has a positive and significant impact on customer satisfaction at Kyuwka The Label in Denpasar.
3. Brand image has a positive and significant impact on customer satisfaction at Kyuwka The Label in Denpasar.
4. Price has a positive and significant impact on customer satisfaction at Kyuwka The Label in Denpasar.

**Recommendations.** In an effort to improve customer satisfaction, the following recommendations are made for Kyuwka The Label in Denpasar:

1. For the customer satisfaction variable, the statement with the lowest average score is "Kyuwka The Label provides products that meet my expectations." Based on research results, Kyuwka The Label in Denpasar should innovate its product offerings to ensure it meets customer expectations.
2. For the product quality variable, the statement with the lowest average score is "Kyuwka The Label's product design matches that displayed in promotional media." Based on research results, Kyuwka The Label in Denpasar should provide products that match those displayed in promotional media and provide honest and accurate product photos in promotional media.
3. For the brand image variable, the statement with the lowest average score is "Kyuwka The Label has products of excellent quality." Based on research results, Kyuwka The Label in Denpasar should improve the quality of its raw materials and employ better manufacturing methods to produce excellent products.
4. For the price variable, the statement with the lowest average score was "Kyuwka The Label has prices that reflect the quality of its product ingredients." Based on the research findings, Kyuwka The Label in Denpasar City should evaluate its pricing policy to ensure it aligns with the quality of its product ingredients.
5. Future researchers should add other variables, such as service quality. Furthermore, it is necessary to increase the sample size and expand the scope of the research beyond Kyuwka The Label in Denpasar City.

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