

## SOCIAL MEDIA MARKETING, PRODUCT QUALITY, AND PRICE ON CUSTOMER SATISFACTION AT FARHAN COLLECTION

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### Abstract:

Over the last two years, Farhan Collection has experienced fluctuations in its sales revenue; consequently, this study was conducted to analyze the influence of product quality, pricing, and social media marketing on customer satisfaction. This quantitative research involved 97 respondents selected via purposive sampling, determined by the Slovin formula with a 10% margin of error. Data were gathered through a 5-point Likert scale questionnaire and then analyzed with multiple linear regression. The findings confirm that customer satisfaction is collectively influenced by significant social media marketing effectiveness, maintained product quality, and appropriate pricing, with an Adjusted R-Square value of 0.680. Furthermore, partial testing indicates that all three variables serve as strong predictors of customer satisfaction. Based on these results, Farhan Collection is advised to consistently integrate high product standards with strategic digital promotion to sustain customer satisfaction.

**Keywords:** Product Quality, Price, Marketing, Social Media, Customer Satisfaction

## INTRODUCTION

The current economy is experiencing rapid development, fueling intense competition. Entrepreneurs are required to think critically, creatively, and innovatively to address business changes. In Indonesia, MSMEs are a key pillar of the economy, contributing 61.07% to GDP and absorbing 97% of the total workforce (Haryo Limanseto, 2021). One growing creative economy sector is the fashion distro industry, or distribution store (Alfiani & Setiawan, 2022), where distros sell ready-to-wear clothing and accessories under independent brands developed by young people.

Farhan Collection is a clothing and accessory retailer located in Denpasar, Bali, that focuses on contemporary products to differentiate itself from competitors. Despite efforts to maintain quality, the company faces significant challenges, particularly during the pandemic, when it began leveraging social media as a promotional tool. Revenue fluctuations from 2022 to 2024 indicate challenges in maintaining sales stability in a competitive market. It is strongly suspected to be influenced by a lack of regular market analysis, particularly on key elements such as product quality, pricing, and social media marketing effectiveness. Product quality significantly influences and positively impacts customer satisfaction (Anjani & Rivai, 2025). Today's customers have significant bargaining power, with numerous choices and alternatives available to obtain the products they desire and meet their needs. Customers evaluate price versus the benefits they receive (Hasim et al., 2020). Furthermore, most fashion industry customers appreciate brands or stores offering services through social media (Alfitra, 2026). This income instability provides an important basis for researchers to evaluate how these variables influence consumer behavior and customer satisfaction at Farhan Collection.



Based on this background, this study formulated a problem to determine the influence of product quality, price, and social media marketing on customer satisfaction, both partially and simultaneously. The main objective of this study is to determine and analyze the extent to which social media marketing, product quality, and price contribute to customer satisfaction at Farhan Collection. The results of this study are expected to serve as a reference for management in making strategic decisions to improve future business performance.

This research is based on relevant theories and was obtained through a literature review of various literature related to the variables of product quality, price, social media marketing, and customer satisfaction.

**Consumer Behavior.** The study of consumer behavior explores the decision-making process of individuals and institutions in selecting, acquiring, utilizing, and reviewing products or services to satisfy their needs and preferences. Kotler and Keller (in Sofiyanti et al., 2022) state that consumer behavior encompasses all activities consumers undertake before and after a purchase, including the decision-making process. Harman Malau (in Ciswati & Septayuda, 2024) explains that consumer behavior relates to attitudes and actions in determining, securing, and consuming products. Assael (in Nasir & Pramudya, 2022) adds that individual, environmental, and marketing mix factors influence purchasing decisions.

**Customer Satisfaction.** Customer satisfaction refers to a consumer's emotional response that arises after comparing expectations with the performance of a product or service received. Windasuri and Susanti (in Fauzana & Nina Madiawati, 2020) state that customer satisfaction is an evaluation of the experience of consuming a product. Faradina (Nikmah & Ar-Rasyid, 2019) explains that customer satisfaction occurs when product performance meets or exceeds consumer expectations. Factors influencing customer satisfaction include product quality, price, service quality, costs, and the consumer's emotional experience (Selvia, 2022).

H1: There is a significant simultaneous influence between social media marketing, product quality, and price on Farhan Collection customer satisfaction.

**Social Media Marketing.** Social media marketing is a marketing activity that utilizes social media to build communication, interaction, and long-term relationships with consumers. Putri et al. (2025) stated that social media marketing can increase brand activation, drive consumer purchasing decisions, and serve as a means of interaction for brands. Social media allows consumers to share information, provide recommendations, and shape perceptions of a product or brand with fellow consumers or potential consumers. According to Dewi & Purnamawati (2025), to increase consumer purchasing power, fashion entrepreneurs need to utilize social media marketing strategies. The social media marketing indicators used in this study include online communities, interaction, content sharing, accessibility, and credibility.

H2: There is a significant influence of social media marketing on Farhan Collection customer satisfaction.

**Product Quality.** Product quality is the ability of a product to perform its functions according to consumer expectations. According to Kotler (in Pagirik et al., 2025), product quality is a characteristic that relies on its ability to satisfy consumer needs. Products with good quality will provide added value, increase trust, and create customer satisfaction. Product quality can be assessed from various aspects such as performance, durability, conformance to specifications, features, reliability, aesthetics, and ease of use and repair.

H3: Product quality has a significant effect on Farhan Collection customer satisfaction.

**Price.** Price is the amount consumers must pay to enjoy a product or service (Pratama et al., 2025). Tjiptono (in Rafikasari, 2021) states that price is the only component in marketing that

expresses a product's value. On the other hand, Kotler and Armstrong (in Azhar et al., 2023) state that price is a flexible marketing mix element because its value can be adjusted based on the costs or benefits received by the customer. The price set by the company must reflect the balance between the desired value and the sacrifices made by the customer. Competitive pricing, supported by product quality, will increase customer satisfaction.

H4: Price has a significant effect on Farhan Collection customer satisfaction.

## METHODS

This research was conducted at the Farhan Collection store in Denpasar, Bali, a fashion store that sells a variety of fashion products such as clothes, sandals, and accessories. The population in this study was all consumers who had made transactions at Farhan Collection. The study collected several data points, specifically regarding product quality, pricing, social media marketing, and customer satisfaction at Farhan Collection. The sampling technique used was non-random sampling (purposive sampling) using accidental assessments of all consumers who agreed to become respondents. The sampling criteria were selected by selecting those who happened to be encountered. To determine the sample size from a certain population, the Slovin formula was used because the population in this study was known. The sample calculation in this study used a tolerance limit of error (e) set at 10% (0.1). Meanwhile, the customer population at Farhan Collection (N) was set at 3,000, determined based on actual 2024 data obtained by the researcher from the store. With a population of 3,000 and an error of 10%, the required sample size (n) was 97 respondents.

The independent variables used in this study include social media marketing (X1), product quality (X2) and price (X3), while the dependent variable in this study is customer satisfaction (Y). The data used based on its nature in this study is quantitative data, and the data source in this study is primary data... Data collection used in this study was carried out through observation methods and questionnaire distribution. The questionnaire design uses a Likert scale measurement with five categories from the lowest, strongly disagree (1), disagree (2), neutral (3), agree (4), and the highest value is strongly agree (5). Then, to answer the research objectives, the data analysis used in this study is multiple linear regression analysis, followed by hypothesis testing.

## RESULTS AND DISCUSSION

A normality test was performed using the One-Sample Kolmogorov-Smirnov Test, which demonstrated the suitability of the data used in this hypothesis testing analysis. The Kolmogorov-Smirnov test yielded a value of 0.169. This figure is higher than the table value of 0.05, indicating that the data distribution in this study met the criteria for a normal distribution. Next, a reliability test was conducted to assess the instrument's reliability, with a Cronbach's Alpha value greater than 0.8, indicating its validity (Izah et al., 2024). The reliability values for each variable, namely social media marketing, were 0.954, product quality 0.973, price 0.952, and customer satisfaction 0.899. Therefore, it can be concluded that this research model meets the assumptions of normality and reliability and can be used to continue the multiple linear regression analysis and hypothesis testing.

**The Influence of Social Media Marketing, Product Quality, and Price on Farhan Collection Customer Satisfaction.** A multiple linear regression analysis was conducted to determine the relationship and influence of social media marketing (X1), product quality (X2), and price (X3) on customer satisfaction (Y). This analysis will determine the direction of each independent variable (X1, X2, X3) and the dependent variable (Y) based on the resulting regression equation. The multiple linear regression equation obtained was  $Y = 0.456 + 0.107X1 + 0.121X2 + 0.432X3$ , indicating that the constant and all independent variables have a positive direction towards the dependent variable.



The constant value of 0.456 indicates that if social media marketing (X1), product quality (X2), and price (X3) were equal to zero, customer satisfaction would reach 0.456.

Following the simultaneous test (F test), the calculated F value was 68.888, exceeding the F table value of 2.70. Considering the significance level of 0.000 is smaller than  $\alpha = 0.05$ , the results are in the rejection area of  $H_0$  and  $H_1$  is accepted. It indicates that the three independent variables together have a significant effect on the dependent variable. The variables of social media marketing quality (X1), product quality (X2) and price (X3) collectively have a significant effect on customer satisfaction (Y) of Farhan Collection. An adjusted R<sup>2</sup> value of 0.680, it means that customer satisfaction is influenced by social media marketing, product quality, and price by 68 percent. The remaining 32 percent of the influence comes from factors outside the scope of this research variable.

#### **The Influence of Social Media Marketing on Farhan Collection Customer Satisfaction.**

Social media marketing has been shown to play a significant role in increasing customer satisfaction at Farhan Collection. It is validated by the t-value of 2.670, which exceeds the t-table of 1.661, and the significance level of 0.009, which is less than 0.05. Therefore, the second hypothesis,  $H_2$ , is accepted, confirming a positive and significant influence of this variable. The social media marketing regression coefficient (X1) of 0.107 indicates that the more effective the use of social media marketing, the higher the customer satisfaction at Farhan Collection. Social media marketing has a significant positive influence on customer satisfaction because it allows for closer, faster, and more interactive communication between companies and their consumers (Heykal et al., 2024). Through social media platforms, companies can convey product information, promotions, and services in real-time and in an engaging manner, making it easier for customers to obtain the information they need. Research by Inkiriwang et al. (2022) found that social media marketing has a positive and significant influence on customer satisfaction.

**The Influence of Product Quality on Farhan Collection Customer Satisfaction.** Based on the results of the partial t-test, the product quality variable was found to have a t-value of 5.071, which is greater than the t-table of 1.661. With a significance level of 0.000, which is below 0.05,  $H_0$  is rejected, and  $H_3$  is accepted. This finding confirms that product quality has a positive and significant influence on customer satisfaction at Farhan Collection. The product quality regression coefficient (X2) of 0.121 indicates that if the product offered is of good quality, Farhan Collection customer satisfaction will increase. When a product has good quality in terms of durability, function, aesthetics, and reliability, customers tend to be satisfied because the product meets or even exceeds their expectations. Although some respondents stated that in terms of variety and styles, fashion products at Farhan Collection are still in the fairly good category (average 3.25 out of 5.00). However, according to Nurissyarifah & Darmawan (2025), product variety only increases consumer choice and increases purchase interest, but does not lead to increased consumer decision-making. Consistent product quality fosters consumer satisfaction and brand loyalty, as customers perceive they are receiving value for their money. Research by Febriani (2022) found that product quality has a positive and significant effect on customer satisfaction.

**The Effect of Price on Farhan Collection Customer Satisfaction.** A t-test revealed that price is a factor with a positive and significant effect on Farhan Collection customer satisfaction. It is evidenced by the calculated t-value of 6.195, which exceeds the t-table value (1.661), and a significance level of 0.000, which is below the 0.05 threshold. Therefore, the fourth hypothesis,  $H_4$ , is accepted. The price regression coefficient (X3) of 0.432 indicates that if the price offered is competitive, Farhan Collection customer satisfaction will increase. The dominance of the price regression coefficient indicates that Farhan Collection consumers strongly consider the appropriateness of price to the benefits received. When a product's price is perceived as appropriate



or commensurate with the quality and benefits received, customers tend to be satisfied with their purchasing decision. Farhan Collection consumers largely agree that the price they paid is commensurate with the quality of the product they received (indicated by an average of 3.71 out of 5.00). Competitive and reasonable prices create the perception that customers are receiving good value, especially when compared to similar products on the market. Research conducted by Izzah & Junaedi (2021) found that price has a positive and significant effect on customer satisfaction.

## CONCLUSION

Based on a series of data analyses and in-depth discussions, this study has successfully formulated several essential conclusions. First, collectively and simultaneously, the variables of product quality, price, and social media marketing have been shown to make a real and significant contribution to determining customer satisfaction levels at Farhan Collection. It indicates that the synergy between quality products, competitive pricing, and effective digital promotional strategies is key to creating a positive customer experience.

Individually and partially, product quality was found to have a positive and significant influence, meaning that any improvement in product quality is directly proportional to customer satisfaction. Similarly, the variables of price and social media marketing each demonstrated a positive and significant impact independently. However, it is important to recognize that this research model has limitations, as there are other external variables outside the scope of this study that also play a role in explaining the dynamics of customer satisfaction.

The results indicate that the price coefficient has a greater influence than product quality and social media marketing. It should be taken into consideration by Farhan Collection to improve pricing that equates to the benefits received by customers. With numerous marketing activities both in-store and through digital platforms, customers have many choices and considerations before deciding to make a purchase and achieve a level of satisfaction.

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