

The Influence Of Product Price And Quality On Consumer Satisfaction In Local Clothing Brand In Indonesian E-Commerce (Case Studyin The City Of Semarang)

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Abstract . This research aims to see the influence of price and product quality on consumer satisfaction with local clothing brands in Indonesian e-commerce in the city of Semarang. Partially analyzing the influence of price on consumer satisfaction, analyzing the influence of product quality on consumer satisfaction. simultaneously analyzing price and product quality on consumer satisfaction. Descriptive analysis and multiple linear analysis were also used in this research. Descriptive analysis of each variable item. Multiple linear test analysis looks at the overall impact of the independent variable and dependent variable. This research data uses a questionnaire with a sample size of 100 respondents spread across all cities in Semarang. The sampling technique is convenience sampling. The results of the partial analysis can be concluded that there is a positive and significant influence between the price variable on consumer satisfaction. There is a positive and significant influence of product quality variables on consumer satisfaction. The results of simultaneous or joint analysis show a significant influence between price and product quality variables on consumer satisfaction. Competitive prices and good product quality will provide consumer satisfaction with local clothing brands in Indonesian e-commerce in the city of Semarang.

Keywords: Price, product quality, and consumer satisfaction.

INTRODUCTION

Economic growth and people's purchasing power have increased post-pandemic. People's purchasing power has also increased on e-commerce platforms for online buying and selling in today's digitalized world. The current growth includes many industries, including growth in the textile industry. The growth of the textile industry followed industrial growth clothing or ready-made clothing in Indonesia (Faradilla, Rahmaddiansyah, and Hakim 2022). The number of local Indonesian clothing brands that have emerged has had an impact on increasing economic value in the MSME (Micro, Small and Medium Enterprises) industry. On average, local Indonesian clothing brands are included in the MSME category. Meanwhile, the clothing itself clothing products produced by clothing industry producers themselves with their own branding. Clothing is different from distros or (distribution clothing) distros focus on selling products from various labels or brands in one store. (Rahmaniadi and Mahani 2018). There are many big Indonesian clothing brands that have grown after the pandemic, such as Erigo, Bloods, Original Quzzy, Thankssomnia, Eiger, Cosmic, Ukl347, Aerostreet and many more. Clothing business people get great benefits from the large number of people who are interested in local clothing brands in various big cities (Mukhamad Kholil Aswan and Syamsul Hadi 2022).

The growth of this industry provides extensive opportunities for the local clothing industry to further develop to increase market expansion in Indonesia, including in the city of Semarang, by utilizing e-commerce platforms. The government policy that prohibits used or thrifted clothing from being sold in Indonesia has had a positive impact on increasing the growth of users of local Indonesian clothing brands. Business actors appreciate this policy because it can influence the increase in people's purchasing power in buying local clothing brands in Indonesia, including in the city of Semarang. The public's need to obtain local clothing products is now made easier by utilizing e-commerce platforms as a medium for online buying and selling(Anon 2023).

People's need for clothing has increased since post-pandemic, whether the need for imported used clothes or new clothes from local Indonesian brands. This increasing need has resulted in many people having an obsession in choosing products. If people want cheap prices then the option of choosing thrifting products is more suitable because the prices are very cheap compared to new products from local brands in the country. Meanwhile the price is the amount in units of money exchanged for a product or service. Price in this research focused on prices in e-commerce(Kotler and Armstrong 2018)People themselves prefer thrifting products or imported used clothing because of their cheap prices. Meanwhile, people who choose products from local clothing brands have to buy at prices that are slightly more expensive than thrifting products. The price factor in choosing products among the people of Semarang city is very sensitive because it is easy to choose between thrifting products or waterproof local brand products.

The biggest competitor in the local clothing industry currently is thrifting(Rahmawati, Febriyanti, and Tutiasri 2022).The strategy of improving prices without reducing quality compared to thrifting is one way to increase consumer satisfaction(Sharky 2023). Good product quality compared to thrifting products certainly gives hope to consumers of local clothing brands that local products are not inferior to foreign products. Whereas Product quality is the product's ability to carry out its functions including attributes such as product performance, features, design and other valuable attributes(Kotler 2012). On average, local clothing products are new products, so the quality that consumers get is certainly different from thrifting products, which in fact are used imported clothes.

The importance of consumer satisfaction for the local clothing brand industry, shopping on e-commerce can have a positive impact by growing consumer loyalty. Meanwhile, consumer satisfaction is one of the target goals of a business. Consumer satisfaction itself is a concept from consumer behavior theory(Dhewi et al. 2021).Good product quality and

affordable prices for consumers of local clothing brands are the benchmarks for this research to assess the satisfaction of consumers who shop on e-commerce.(Acar et al. 2017). The local Indonesian clothing industry, which is starting to grow again after the pandemic, is considered suitable for the research object currently being used. The development of the local clothing industry which is very popular in the city of Semarang, the researcher aims to provide information regarding the influence of price and product quality on consumer satisfaction with local clothing brands in Indonesian e-commerce with a case study in the city of Semarang.

METHOD

Research methods

This research was conducted using quantitative methods, with a case study on consumers of local clothing brands in Indonesian e-commerce, a case study in the city of Semarang.

Time and Place of Research

The research was conducted in August–October 2023. Location selection for consumers of local clothing brands in Indonesian e-commerce in the city of Semarang.

Population and Respondents

Population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, event, or something to be studied(Yuhardi, Sari, and Afrizal 2022). The population of this research is all consumers of local clothing brands in Indonesian e-commerce in the city of Semarang who buy products through e-commerce platforms in Indonesia. The population of consumers in the city of Semarang is not known with certainty or is unlimited, so the sample in this research was taken totaling 100 respondents with an estimated consumer population in the city of Semarang of 5000 people. The sample is part of the number held by the population(Sugiyono 2016), while the sample size is how many samples will be taken in the population(Soeprajitno 2018). The sample is part of the research subject. Meanwhile, the sampling technique is convenience sampling, namely collecting data from a collection of available respondents and based on ease of obtaining it. The sample data in this study consisted of 100 respondents from consumers of local clothing brands in Indonesian e-commerce in the city of Semarang.

Data source

The data sources in this research are as follows:

1. Primary data,

Primary Data, namely data obtained directly from the source, observed and recorded for the first time. In this research, primary data was obtained from interviews and the results of distributing

questionnaires directly to 100 consumers who bought local clothing brands on Indonesian e-commerce in the city of Semarang.

2. Secondary data

Secondary data, namely information obtained indirectly. In this research, secondary data was obtained from literature research through various journals, books and research papers

Collection Techniques

Data This research uses data collection techniques:

1. Questionnaire

In this research, data was obtained by distributing questionnaires. The questionnaire used in this research is in the form of questions. The scale used in the questionnaire uses a five-point "Likert" scale where the answers are divided into five categories, namely 1 disagree, 2 disagree, 3 quite agree, 4 agree and 5 strongly agree.

2. Interview

This is a data collection process involving questions and answers and face-to-face meetings between researchers and respondents who are consumers of local Indonesian clothing brands in the city of Semarang.

Data analysis

Analysis of instrument data in research uses validity and reliability tests with management from SPSS 25.0 inferential statistics

1. Validity test

The validity test is used to measure the validity of a questionnaire that must be measured (Sugiyono 2016) A questionnaire is said to be valid if the statements in the questionnaire are able to express something that is measured by the questionnaire (Ghozali 2013). Validity testing in this research uses Pearson product moment correlation with a test level of alpha 0.05

2. Reliability Test

Reliability is used to determine whether the tool is used in reading data collection in revealing certain symptoms when collecting information on accuracy, stability or consistency (Sugiyono 2016). The reliability test will be considered reliable if the Cronbach's alpha value is > 0.7 (Ghozali 2013).

Hypothesis test

1. Multiple regression analysis

Multiple regression analysis is used to find out how much influence the independent variable has on the dependent variable.

2. Partial Test (t-test)

Partial test or t-test to find out whether the independent variable has an individual significant effect on the dependent variable.

3. Simultaneous Test (F Test)

simultaneous or F-test to see whether all independent variables really influence the dependent variable at the same time or together.

4. Coefficient of determination (R-Square)

Test R-Square used to measure variations in the relationship between the independent variable and the dependent variable.

RESULTS AND DISCUSSION

1. Descriptive Analysis

This test is used to determine the minimum and maximum scores, average scores, and standard deviation for each variable and the sample used is 100 respondents. The results are as follows

Table 1. Results of Descriptive Statistical Analysis
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	100	6	15	11.56	2,032
QualityProduct(X2)	100	19	35	27.46	4,437
Consumer Satisfaction(Y)	100	6	15	11.55	2,217
Valid N (listwise)	100				

The price variable obtained a minimum variance of 6 and a maximum variance of 15 with an average score of 11.56 with a standard deviation of 2.032. QualityProductThe minimum variance obtained was 19, and the maximum variance was 35 with an average score of 27.46 with a standard deviation of 4.437. Consumer Satisfaction obtained a minimum variance of 6 and a maximum variance of 15 with an average score of 11.55 with a standard deviation of 4.437

2. Test validity and reliability

This test aims to see how much validity and reliability value each variable has as follows;

Table 2. Validity Test Results

Variable	Question items	Significance	Significance of Standards	Information
Price (X1)	X1.1	0,000	0.05	Valid
	X1.2	0,000	0.05	Valid
	X1.3	0,000	0.05	Valid
QualityProduct(X2)	X2.1	0,000	0.05	Valid
	X2.2	0,000	0.05	Valid
	X2.3	0,000	0.05	Valid
	X2.4	0,000	0.05	Valid
	X2.5	0,000	0.05	Valid
	X2.6	0,000	0.05	Valid
	X2.7	0,000	0.05	Valid
Consumer Satisfaction(Y)	Y1.1	0,000	0.05	Valid
	Y1.2	0,000	0.05	Valid
	Y1.3	0,000	0.05	Valid

From the validity test, the value of all Price, Price Quality and Consumer Satisfaction items has a significance value \leq Standard Significance, namely 0.05, so it is valid.

Table 3. Reliability Test Results

variable	Cronbach's Alpha	Alpha Standard	Information
Price (X1)	0.808	0.7	Reliable
QualityProduct(X2)	0.791	0.7	Reliable
Guest Satisfaction(Y)	0.845	0.7	Reliable

From the reliability test data, Cronbach's Alpha values for price and quality were obtained Product and Consumer Satisfaction \geq Alpha Standard, namely 0.7, so it is reliable.

3. Hypothesis testing

Hypothesis testing uses multiple regression analysis, Partial Test (t-test), Simultaneous Test (F-test) and Determination Coefficient (R-Square) and the results are as follows;

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows;

Table 4. Multiple Linear Regression Results

Model	Coefficients		Standardized	t	Sig.
	Unstandardized Coefficients		Coefficients		
	B	Std. Error	Beta		
1	(Constant)	,617	,898	,687	,094
	Price (X1)	,085	,105	,078	,000
	Product Quality (X2)	,362	,048	,725	,000

a. Dependent Valid: Consumer Satisfaction

Based on the test results in the table above, the regression equation $Y = 0.617 + 0.85X1 + 0.362X2$ is obtained. This equation is explained as follows:

- 1) A constant of 0.617 means that if the price and quality of the product are not available then the consumer satisfaction value is 0.617 points.
- 2) The Price regression coefficient is 0.085. This figure is positive, meaning that every time there is an increase in price by 0.085, consumer satisfaction will also increase by 0.085 points.
- 3) The Product Quality regression coefficient is 0.362. This figure is positive, meaning that every time there is an increase in product quality of 0.362, employee performance will also increase by 0.362 points.

b. Partial Test (t-test)

The partial test is intended to see the partial effect between independent and dependent variables. The results are as follows;

Table 5. Results of Price Correlation Coefficient Testing on Consumer Satisfaction

Correlations			
		Price (X1)	Consumer Satisfaction (Y)
Price(X1)	Pearson Correlation	1	,628**
	Sig. (2-tailed)		,000

	N	100	100
Consumer Satisfaction(Y)	Pearson Correlation	,628**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The test results obtained a correlation value of 0.628 means Price own strong relationship with Consumer satisfaction.

Table 6. Correlation Coefficient Test Results Product quality Towards Consumer Satisfaction

Correlations			
		Quality Product (X2)	Consumer Satisfaction (Y)
Quality Product (X2)	Pearson Correlation	1	,784**
	Sig. (2-tailed)		,000
	N	100	100
Consumer Satisfaction (Y)	Pearson Correlation	,784**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The test results obtained a correlation value of 0.784 means Quality Product own strong relationship with Consumer satisfaction.

Table 7. Hypothesis Test Results Price Towards Consumer Satisfaction

Model		Coefficients		Standardized	t	Sig .
		Unstandardized Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,623	1,007		3,600	,001
	Price (X1)	,686	,086	,628	7,994	,000

a. Dependent Variable: Consumer satisfaction

Based on the table above are the test results, price accepted. The t value obtained was 7.994 with a significance of $0.000 < 0.05$, thus, there was a significant influence between price against Consumer satisfaction and the first hypothesis are accepted.

Table 8. Hypothesis Test Results Quality Products on Consumer Satisfaction

Model		Coefficients		Standardized	t	Sig.
		Unstandardized Coefficients		Coefficients		
		B	Beta	Std. Error		
1	(Constant)	,789	,871		,906	,367
	Quality Product (X2)	,392	,031	,784	12,508	,000

a. Dependent Variable: Consumer Satisfaction

Based on the table above are the test results quality product accepted. The t value obtained was 12,508 with a significance of $0.000 < 0.05$, thus, there was a significant influence between quality product to guest satisfaction and the second hypothesis is accepted.

c. Simulation Test (F-test)

The F test is intended to see the effect simultaneously or together between the independent and dependent variables. The results are as follows;

Table 9. F-test test results between price and product qualityRegarding Guest Satisfaction

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	300,539	2	150,270	78,278	,000a
	Residual	186,211	97	1,920		
	Total	486,750	99			

- a. Predictors: (Constant), Price,
- b. Dependent variable: Consumer Satisfaction

Based on the test results in the table above, the F value is 78.278 with a significance of $0.00 < 0.05$, thus, there is a significant influence between price, product quality and consumer satisfaction.

d. Coefficient of Determination (R-Squere)

The R square test is used to measure the magnitude of variation in the relationship between the independent variable and the dependent variable. The results are as follows;

Table 10. Results of Testing for the Intermediate Determination CoefficientPrice and QualityProduct Towards Consumer Satisfaction

Model Summary					
Model	R		R Square	Adjusted R Square	Std. Error of the Estimate
1	.786a		,617	,610	1,386
a. Predictors: (Constant), Price)					

Based on the test results, it was found that the determination value was 61.7, meaning that the price and quality of the product, has an influence of 61.7% on guest satisfaction and the rest is influenced by external factors.

DISCUSSION OF RESEARCH RESULTS

1. The Effect of Price onGuest Satisfaction

Price has a significant effect on Consumer Satisfaction with a correlation of 0.628or has a strong relationship with a contribution of 62.8%. Hypothesis testing obtained a t value of 7.994 with a significance of $0.000 < 0.05$. Thus, the first hypothesis is accepted which is proposed that there is a significant influence betweenPrice to Customer Satisfaction is accepted.

2. Influence Product Quality AgainstConsumer Satisfaction

Product quality has a significant effect on guest satisfaction with a correlation of 0.784 or has a strong relationship with a contribution of 78.4%. Hypothesis testing obtained a t value of 12,508 with a significance of $0.000 < 0.05$. Thus, the first hypothesis is accepted which is proposed that there is a significant influence betweenproduct quality on consumer satisfaction is received.

3. Influence Price and Product Quality AgainstConsumer Satisfaction

Price and product quality have a significant influence on guest satisfaction using the

regression equation $y = 0.617 + 0.085 x_1 + 0.362 x_2$, correlation value of 0.786 or has a strong relationship with an influence contribution of 78.6% while the remaining 21.4% is influenced by other factors. Hypothesis testing obtained an f value of 78.278, with a significance of $0.00 < 0.05$. Thus, the third hypothesis proposed is that there is a significant influence between price and product quality on customer satisfaction are received.

CONCLUSION

Conclusion

- a. Price has a significant effect on satisfaction with a contribution of 62.8%. Hypothesis testing is obtained The t value is 7.994 with a significance of $0.000 < 0.05$.
- b. Product quality has a significant effect on consumer satisfaction with a contribution of 78.4%. Hypothesis testing is obtained The t value is 12.508 with a significance of $0.000 < 0.05$.
- c. Price and product quality have a significant influence on consumer satisfaction with a contribution of 78.6%. while the remaining 21.4% is influenced by other factors. Hypothesis testing is obtained The F value is 78.278 with a significance of $0.00 < 0.05$.

Suggestion

- a. Local clothing brand products must always provide competitive prices and discounts to increase consumer satisfaction in e-commerce. They must also be able to compete in terms of price for local clothing brand e-commerce users to increase satisfaction.
- b. Local clothing brand products must always innovate and improve product quality continue to increase consumer satisfaction in e-commerce.
- c. For future researchers, perhaps the scope could be expanded beyond the city of Semarang, and could complement the shortcomings of this research in various ways. So that research on similar matters can provide benefits for everyone.

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