

# THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION OF SAMSUNG SMARTPHONE USERS IN MANADO

## PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN PENGGUNA SMARTPHONE SAMSUNG DI MANADO

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**Abstract:** This study aims to determine the influence of product quality and brand image on customer satisfaction of Samsung smartphone users in Manado. The sample used 100 Samsung smartphone users. The sampling technique in this study uses a criteria sampling method. Data were collected using a questionnaire with a Likert scale. The analysis method used in this research is a multiple linear regression analysis method with SPSS 25 apps. The result based on (the t-test) shows that product quality and brand image have a significant influence on customer satisfaction with a significance value of  $.000 < .05$  for product quality and  $.031 < .05$  for brand image. The F-test result obtained a significance value of  $.000 < (.05)$ . This concluded that simultaneously, the variables Product Quality (X1) and Brand Image (X2) have a significant influence on Customer Satisfaction (Y).

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

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan citra merek terhadap kepuasan pelanggan dari pengguna smartphone Samsung di Manado. Sampel yang digunakan sebanyak 100 orang pengguna smartphone Samsung. Teknik pengambilan sampel pada penelitian ini menggunakan criteria sampling. Pengambilan data dilakukan menggunakan kuisioner dengan skala likert. Metode analisis yang digunakan dalam penelitian ini adalah metode analisis regresi linier berganda dengan aplikasi SPSS 25. Hasil penelitian berdasarkan (t-test) menunjukkan bahwa kualitas produk dan citra merek berpengaruh signifikan terhadap kepuasan pelanggan dengan nilai signifikan sebesar  $0,000 < 0,05$  untuk kualitas produk dan  $0,031 < 0,05$  untuk citra merek. Hasil F-Test menunjukkan nilai signifikan sebesar  $0,000 < (0,05)$ . Hal ini menunjukkan bahwa variabel dependend kepuasan pelanggan (Y) di pengaruhi variable independent kualitas produk (X1) dan citra merek (X2).

**Kata Kunci:** Kualitas Produk, Citra Merek, Kepuasan Pelanggan

## INTRODUCTION

### Research Background

The 21<sup>st</sup>-century industrial revolution is digital. Industry 4.0, the Fourth Industrial Revolution, and 4IR all refer to current era of connectivity, advanced analytics, automation and advanced manufacturing technology that has been transforming global business for years. The way people engage with digital services has been completely transformed by smartphones, which offer a small, potent platform for productivity, entertainment, and communication. Technological developments in smartphones hardware, such as longer-lasting batteries, sharper screens, and sophisticated camera systems, improve user experiences by providing better dependability and performance. Furthermore, technological advancements that make smartphones more effective and user-friendly – such as user-friendly operating systems, strong security features, and the incorporation of artificial intelligence – further improve the user experience.

According to Kotler and Keller (2009), “service is any action that can be offered by a party to another

party, the service provided can be an intangible action and does not result in the ownership of any goods or to anyone.” Service is an action carried out by one person/producer to another person/consumer to fulfil the consumer’s needs and desires in their daily activities. Companies use smartphone technology to improve customer satisfaction and engagement by providing easy-to-use, mobile solutions through mobile applications. Features that facilitate transactions and increase efficiency, such as chatbots for rapid customer service, mobile payment systems, and data analytics-driven targeted marketing, have a positive and direct influence on customer satisfaction. Because services are always available and accessible through smartphones, consumers can take care of their requirement whenever and wherever they are, which builds confidence in the technology and the services it supports.

Sustaining a high level of customer satisfaction is crucial for gaining and keeping consumers in the highly competitive digital world we live in. Businesses that put a high priority on customer satisfaction frequently realize increases in brand recognition, lower turnover, and increased loyalty rates. In the end, happy consumers are more inclined and long-term company success. The degree to which a company’s goods or services either match or beyond the expectations of its client is known as customer satisfaction. It is vital sign of client loyalty and company prosperity. Positive experiences and impressions are reflected in high customer satisfaction, which fosters word-of-mouth marketing, repeat business, and a competitive advantage in the marketplace.

Product Quality is a crucial factor in determining customer satisfaction as it directly affects the consumer’s impression and experience. Reliability, durability, and exceptional performance are attributes of high-quality products, that meet or beyond consumer expectations and promote customer loyalty and trust. When consumers buy a product, they wait to work successfully and efficiently for the purpose for which it was designed. Consistently performing well, defect-free, and frequently featuring desired features that improve user experience are characteristics of high-quality product. Because of its dependability, there are fewer returns and complaints, which increase consumer happiness. Conversely, low-quality items can lead to consumer unhappiness, bad reviews, and a loss of trust, all of which can be detrimental to a business’s reputation and financial performance.

The way brand is seen and expected by customers has a huge impact. Customers have high expectations for a brand that is powerful and positive, and when those expectations are realized, they become more satisfied. Customers often associate brand with dependability, quality, and value, and they also prefer to trust and feel more confident in them. Brand image has distinctive characteristics, and this distinctive characteristic is what differentiates one product from another, even if they are similar. A favourable brand image fosters a sense of familiarity and trust that increases client pleasure. Because their initial expectations are in line with the company’s promises, customers who have a good perception of a brand are more likely to have pleasant experiences with its products or services.

Customer satisfaction among Samsung smartphone users is closely tied to the brand's strong image and high product quality. Samsung's reputation for innovation, reliability, and cutting-edge technology enhances its brand image, fostering trust and loyalty. The consistent delivery of high-quality products, featuring advanced features, robust performance, and sleek design, meets and often exceeds user expectations. This combination of a strong brand image and superior product quality leads to high customer satisfaction, as users feel confident in their purchase and experience enhanced usability and reliability, reinforcing their positive perception of the Samsung brand. While Samsung enjoys a strong reputation for quality and innovation, several issues can affect customer satisfaction among its smartphone users as delays in rolling out software updates can frustrate users, especially when the competitors offer more timely updates or some models may suffer from battery life issues, leading to dissatisfaction among users who rely heavily on their smartphones throughout the day. Therefore, addressing issues effectively is crucial for Samsung to maintain and enhance customer satisfaction.

### **Research Objective**

1. To analyze the simultaneous effect of product quality and brand image on customer satisfaction of Samsung smartphone user
2. To analyze the partial effect of product quality on customer satisfaction of Samsung smartphone user
3. To analyze the partial effect of brand image on customer satisfaction of Samsung smartphone user.

## **THEORETICAL FRAMEWORK**

### **Marketing**

Marketing according to Kotler and Armstrong (2012), is the process by which companies create value for customers and build strong customer relationships to capture value from customers. Another definition of

marketing by the American Marketing Association is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It seeks to identify and meet both human and social needs.

### **Customer Satisfaction**

Consumer satisfaction comes from the Latin word's "*sat*" (meaning enough, adequate) and "*facio*" (doing or making). In simple terms, consumer satisfaction can be interpreted as an effort to fulfill something or make something. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something. According to Engel, Blackwell, and Miniard (2004), consumer satisfaction is a buyer's evaluation where the alternative chosen is at least the same as or exceeds the customer's expectations.

### **Product Quality**

Product quality is the ability of a product to carry out its functions and performance, which can meet the needs and desires of customers (Kotler and Keller, 2009). Tjiptono (2015) explains that product quality describes several characteristics consisting of goods and services, people, processes, and environment beyond expectation. According to Wibowo (2014), product quality follows customer expectations of the products offered.

### **Brand Image**

Widiaswara and Sutopo (2017) argues that brand image becomes people's perception of a brand which represents the association of the brand with the customers' views. In addition, Tjiptono (2015) states that brand image is the representation of a product's reliability and customers' assurance of a brand. According to Kotler and Keller (2012), brand imagery describes the extrinsic properties of the product or service, including how the brand attempts to meet customers' psychological or social needs. Kotler and Armstrong (2012) stated that the beliefs held about a particular brand are known as brand image. Mowen and Minor (2012) explain that brand image is a set of brand associations formed in the form of consumers.

### **Empirical Studies**

Susanto et al. (2022) aimed to determine whether brand loyalty and image affect customer satisfaction PT. Telekomunikasi Plaza Indonesia. This research uses quantitative research with 99 respondents as respondents. Analysis of the data used is multiple linear regression analysis with F test and t-test as hypotheses. The results showed that simultaneously, brand loyalty and brand image influence customer satisfaction PT. Telekomunikasi Plaza The significance value indicates on the F test, which is less than 0.05. The brand image variable has a positive and significant impact on customer satisfaction PT. Telekomunikasi Plaza The significance value indicates on the t-test, is less than 0.05. The brand loyalty variable has a positive and insignificant effect on customer satisfaction PT. Telekomunikasi Plaza The significance value indicates on the t-test, is more than 0.05. There is a causal relationship between brand loyalty and brand image with customer satisfaction PT. Telekomunikasi Plaza Indonesia.

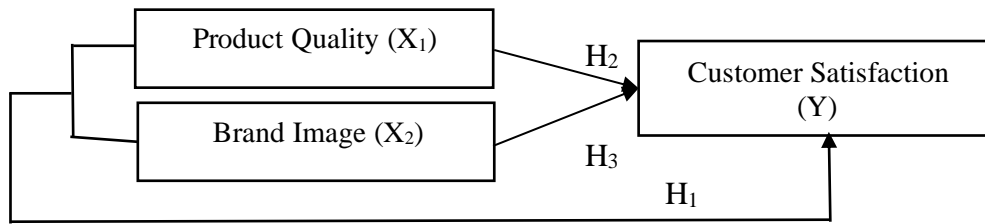
Alfiani and Rachmawati (2020) aims to analyze the effect of experiential marketing and brand image on customer satisfaction. This research method uses quantitative methods with purposive sampling and takes a total of 400 samples obtained through Google Forms. The data analysis technique used is Structural Equation Modeling with LISREL. Based on the results of this study, the results show that experiential marketing has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and experiential marketing and brand image influence simultaneously customer satisfaction of Garuda Indonesia Airlines.

Muis et al. (2023) explored the interplay between brand image, product quality, customer satisfaction, and customer loyalty in the context of Bekasi batik products. The study posits that customer satisfaction is a mediating variable between customer loyalty and the independent variables of brand image and quality. Using a simple random sampling technique, data was gathered through questionnaires distributed to 100 customers at a Bekasi Batik shop located within the Bekasi City Government Office Complex, representing a population of 456 people. Data collection occurred in August 2023 at the government office complex in Bekasi city, West Java, Indonesia. The findings highlight the pivotal role of brand image, product quality, customer satisfaction, and loyalty.

### **Research Hypothesis**

H<sub>1</sub>: Product Quality and Brand Image simultaneously affect customer satisfaction of Samsung smartphone users.  
H<sub>2</sub>: Product Quality partially affects customer satisfaction of Samsung smartphone users.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

Source: Literature Review

**RESEARCH METHOD**

**Research Approach**

Applying a quantitative approach, this research simply adopted that method to seeks the sum of the study variables, formed by numerical which can be calculated and measured. The essential of this research is in line with the methods used in this research which to test or to confirm the theories and assumptions through the survey which is the descriptive research.

**Population and Sample Size**

In this study, the population was Samsung Smartphone product users in Manado who were willing to take the time to complete the questionnaire given by the researcher voluntarily and without any strings attached. In instances where the population is extensive and impractical to study in its entirety, researchers may employ sampling techniques to obtain a representative subset of the population with the following. Following the Lemeshow goodness-of-fit test, a sample of 96 individuals reflects the sample size used in data analysis. A sample size of 100 individuals is generally considered adequate for regression analysis.

**Data Collection Method**

The methods used in this research is questionnaire which refers to collecting data by giving list of questions to the subject of the research. The questionnaires are less time consuming which can collect all the complete responses within a short period of time and less expensive. And the data are being measured by Likert scale which one of the scales which used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena, social instruments using Likert scale can divided into checklists or multiple choices.

**Operational Definition and Measurement of Research Variable**

The variable in this research divided into variables, as follows:

**Table 1. Definition of Research Variables**

Variables	Definition	Indicators
Product Quality (X <sub>1</sub> )	Product Quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer need.	1. Reliability 2. Product Aesthetics 3. Suitability
Brand Image (X <sub>2</sub> )	The extrinsic nature of the product/service includes how the brand tries to meet the psychological or social needs of the customer.	1. Strength 2. Favorability 3. Uniqueness
Customer Satisfaction (Y)	A person’s feeling of pleasure or disappointment arising from comparing the product’s perceived performance to their expectation.	1. Recommendation 2. Repurchased/Return 3. No Complaints

The measurement scale that used in this research to determine the respondents’ response to each question

in the research questionnaire using the Likert Scale.

**Table 2. Likert Scale**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5

### Testing of Research Instruments

The purpose of the validity test is to ascertain the accuracy of the questions posed. Validity refers to the confirmation that the technique, process, or instrument employed to gauge the concept in question is reliable. As per Babbie (2012), validity represents the degree of truthfulness of a measuring instrument. Sekaran and Bougie (2013) defines validity as an assessment of the instrument's effectiveness in measuring the intended concept. According to Suryabrata (2004), reliability indicates the extent to which measurement results with the tool can be trusted. Reliability requires a reliable measurement that shows the stability and stability of instruments that measure the concept and helps to assess the "goodness" of a measure (Sekaran and Bougie, 2013). Measurement results must be reliable and must have a degree of stability and stability. According to Braun and Clarke (2019) study, reliability is defined as the precision and consistency of a measurement instrument's results. Testing the reliability of a construct or variable is deemed reliable if it yields a Cronbach's Alpha > 0.60. The value that indicates unreliable is <0.60 while >0.60 be declared reliable.

### Data Analysis

The data analysis technique collected in this study will use Multiple Linear Regression (MLR) analysis, Classical Assumption Testing, Correlation Coefficient (R), Determination Coefficient (R<sup>2</sup>), and Hypothesis Testing.

### Multiple Linear Regression

According to Sarwono (2006), multiple linear regression is estimating the magnitude of the coefficients resulting from a linear equation involving two independent variables to be used as a predictor of the value of the dependent variable. Hasan (2003) suggests that multiple regression is a regression in which a dependent variable (variable Y) is associated with two or more independent variables (variable X) linear regression is a measuring tool that is also used to measure the presence or absence of correlation between variables, whether the formula used is as follows:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + e$$

Definition:

y	: Customer Satisfaction
$\alpha$	: Coefficient Constans
$x_1$	: Product Quality
$x_2$	: Brand Image
$\beta_1 x_1, \beta_2 x_2$	: The regression coefficient of each variable
e	: Error

### Classical Assumption Test

#### Normality Test

The normality test is a statistical technique used to assess whether the distribution of a variable that is dependent on a particular independent variable is normally distributed or not. In the context of a linear regression model, this assumption is indicated by the error term (e) being distributed normally. One way to test for normality is by using the Kolmogorov-Smirnov test of normality, which can be performed using the SPSS software. Based on the results of this test, a decision regarding the normality of the data can be made by assessing the profitability (Asymptotic Significance) of the data. If the value obtained is > 0.05, it can be concluded that the distribution of the regression model is normal and if the value is < 0.05 it can be inferred that the distribution of the regression model is not normal.

#### Multicollinearity Test

The purpose of a multicollinearity test is to determine whether a regression model exhibits a correlation among its independent variables. If such a correlation exists, it indicates the presence of multicollinearity. One way to detect multicollinearity is to examine the magnitude of the variance inflation factor (VIF) and tolerance.

### Hetersocedasticity Test

The purpose of conducting a Heteroscedasticity test is to determine whether there exists a variance inequality among residuals across different observations in a regression model. A regression model that satisfies the condition of having a consistent variance across residuals across different observations is referred to as Homoscedasticity. On the other hand, Heteroscedasticity occurs when the variance among residuals across different observations is inconsistent. The consequence of Heteroscedasticity in a regression model is that it leads to the estimator being less efficient, both in small and large samples. To detect Heteroscedasticity, a scatterplot graph test can be used (Ghozali, 2012).

### Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

#### Correlation Coefficient (R) Test

The analysis of determination is a statistical tool that is employed to ascertain the percentage of influence exerted by independent variables simultaneously on the dependent variable. This coefficient value depicts the extent to which the variation in the independent variable affects the dependent variable. If the R<sup>2</sup> value is equal to 0, it implies that there is no significant percentage of influence that can be attributed to the independent variable concerning the dependent variable.

#### Coefficient of Determination (R<sup>2</sup>) Test

The purpose of conducting a correlation coefficient test is to evaluate the degree to which a model can explain the variation in the dependent variable. The coefficient of determination, denoted as R<sup>2</sup>, provides a measure of the extent to which the independent variable(s) can account for the presence of the dependent variable. The range of the R<sup>2</sup> value lies between 0 and 1, with a value closer to 0 implying that the ability of the independent variable(s) to cause the existence of the dependent variable is weaker.

### Hypothesis Testing

#### Simultaneous Test (F)

Ghozali (2012) stated that The F statistic test shows whether all independent or independent variables used in the model have a joint influence on the dependent variable, the test criteria: If  $F_{count} > F_{table}$ , then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, meaning that all independent variables (X) are simultaneously significant explanatory variables for the dependent variable (Y) and the equation can be accepted as an estimator and If  $F_{count} < F_{table}$ , then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected, meaning that all independent variables (X) have no significant effect on the dependent variable (Y) and the equation cannot be accepted as an estimator.

#### Partial Test (T)

The t-test is a type of statistical test whose function is to find out whether there is a difference between the estimated value with the value of the statistical calculation results. The t-test (t-test) is to compare the average of two samples (Sarwono, 2006). If  $t_{table} > t_{count}$ , so H<sub>0</sub> rejected and H<sub>a</sub> accepted and If  $t_{table} < t_{count}$ , so H<sub>0</sub> accepted and H<sub>a</sub> rejected.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

Tabel 3. Validity Test Result

Variable	Item	R Count	R Table	Annotation
Product Quality ( $x_1$ )	$x_{1.1}$	0.729	0.1654	Valid
	$x_{1.2}$	0.751	0.1654	Valid
	$x_{1.3}$	0.629	0.1654	Valid
	$x_{1.4}$	0.759	0.1654	Valid
Brand Image ( $x_2$ )	$x_{2.1}$	0.754	0.1654	Valid
	$x_{2.2}$	0.767	0.1654	Valid
	$x_{2.3}$	0.669	0.1654	Valid
	$x_{2.4}$	0.721	0.1654	Valid
Customer Satisfaction (y)	y1	0.806	0.1654	Valid
	y2	0.841	0.1654	Valid

y3	0.645	0.1654	Valid
y4	0.832	0.1654	Valid

Source: Data Processed, 2024

In this research the number of data point used for the Validity test is 100 respondents. Therefore, in finding the data point processed with the formula  $df = n-2$  which result is  $df = 100-2 = 98$ . Referring to the table of R-Values for  $df = 98$  at a significance level of 0.05, the critical value ( $R_{table}$ ) is 0.1654. Based on Table 3, it can be concluded that all question items can be declared valid because each statement item has a value of  $r_{count} > r_{table}$ . The questions asked are valid and then a reliability test needs to be carried out to see the consistency of the answers to the question items obtained from respondents.

**Table 4. Reliability Test Result**

Variable	Cronbach's Alpha	Annotation
Product Quality ( $x_1$ )	0.785	Reliable
Brand Image ( $x_2$ )	0.801	Reliable
Customer Satisfaction ( $y$ )	0.814	Reliable

Source: Data Processed, 2024

According to the data analysis in Table 4, it can be concluded that all statements in this research questionnaire can be said to be reliable because each variable has a *Cronbach Alpha* value  $> 0.60$ . Therefore, all statements within each variable are considered reliable.

#### Classical Assumption Tests Normality Test



**Figure 2. Normality Probability Plot**

Source: Data Processed, 2024

The Normal P-Plot graph indicates that the data points are distributed around the diagonal line, confirming that the residual data are normally distributed and the regression model meets the normality assumption.

#### Multicollinearity Test

**Table 5. Multicollinearity Test Result**

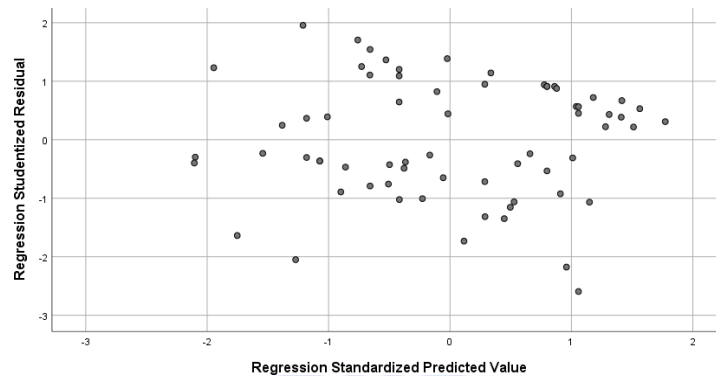
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Work-Life Balance	.516	1.938
Workforce Diversity	.516	1.938

Source: Data Processed, 2024

In this research, based on the multicollinearity test results, it is found that the Tolerance values for the variables Product Quality ( $X_1$ ) and Brand Image ( $X_2$ ) are 0.516, which is greater than 0.10, indicating no correlation among the independent variables. The VIF values for  $X_1$  and  $X_2$  are 1.938 ( $< 10$ ), confirming that there is no

multicollinearity issue in this regression model. Therefore, it can be concluded that the regression model in this study meets the multicollinearity assumption.

**Heteroscedasticity Test**



**Figure 3. Heteroskedacity Test**  
 Source: Data Processed, 2024

The heteroskedasticity test is a prerequisite test for regression that aims to examine whether there is variance inequality among residuals across different observations in the regression model. This test uses a Scatterplot Predicted Value model. Based on the conducted test results, the Scatterplot Predicted Value graph shows that all points are spread above, below, and around the number 0. The data points are not clustered in one place, such as only above or only below the number 0. Thus, it can be concluded that there is no heteroskedasticity issue in this regression model, and this study meets the heteroskedasticity assumption.

**Multiple Linear regression**

Multiple linear regression analysis is used to analyze the combined influence of independent variables on a dependent variable (Ghozali, 2012). Based on the results of the multiple linear regression analysis conducted using SPSS software, the constant value ( $\alpha$ ) obtained is 44.808. The beta coefficient ( $\beta$ ) for the variable Product Quality (X1) is 0.600, and for the variable Brand Image (X2) is 0.300. From these coefficient values, the multiple linear regression equation derived is as follows:

**Table 6. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	44.808	11.037		4.060	.000
Product Quality	.600	.180	.516	3.333	.001
Brand Image	.300	.151	.095	.615	.031

Source: Data Processed, 2024

The equation form of a structural equation model obtained as follows:

$$y = 44.808 + 0.600 x_1 + 0.300 x_2$$

Where the interpretation of this equation as shown below:

1. The constant value obtained is 44.808, indicating that if the variables product quality and brand image in the study are assumed to be zero, the consistent value of customer satisfaction remain at 44.808.
2. The regression coefficient for product quality is at positive 0.600, indicating that an increase of one unit in product quality will lead to an increase of 0.600 in customer satisfaction.
3. The regression coefficient for variable brand image is positive at 0.300, indicating that an increase of one unit in brand image will lead to increase of 0.300 in customer satisfaction.

**Hypothesis Testing**

**Partial Significance Test (T-Test)**

The T-test confirms the influence of Product Quality (X1) and Brand Image (X2) separately on Customer



Satisfaction (Y). The decision criterion is based on the t-value or the significance level of the variable. If Sig. < 0.05, it indicates that the independent variable (X) has a partially significant effect on the dependent variable (Y) or H1 is accepted (Sugiyono, 2013).

**Table 7. Partial Significance Test Result**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	44.808	11.037		4.060	.000
Product Quality	.600	.180	.150	3.333	.001
Brand Image	.300	.151	.378	.615	.031

Source: Data Processed, 2024

Based on the results of the partial significance test, it is found that the significance value for variable X1 is 0.001. This value is smaller than the standard significance level of 0.05, indicating that Product Quality significantly influences Customer Satisfaction. Therefore, the decision is to reject H0 and accept H1. Variable X2 has a significance value of 0.031 from the partial significance test results. This value is smaller than the standard significance level of 0.05, indicating that Brand Image significantly influences Customer Satisfaction. Therefore, the decision is to reject H0 and accept H1.

### Simultaneously Significance Testing (F-Test)

**Table 8. Simultaneously Significance Test Result**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1390.440	3	695.220	12.612	.000 <sup>b</sup>
Residual	5317.351	96	83.084		
Total	6707.791	99			

Source: Data Processed, 2024

Based on the results of the F-test conducted using SPSS software, the significance value (Sig.) of 0.000 (<0.05). This indicates that in this study, H1 is accepted and H0 is rejected. Therefore, it can be concluded that simultaneously, the variables Product Quality (X1) and Brand Image (X2) have a significant influence on Customer Satisfaction (Y).

## Discussion

### The Influence of Product Quality on Customer Satisfaction

Product quality is a very important indicator to make customers feel satisfied with the products provided. Stylish and strong physical conditions make consumers feel comfortable when using the products offered by Samsung. The higher the quality of a product, the more satisfied the customer will feel. Product quality is one of the key factors that significantly influence customer satisfaction. According to Kotler and Keller (2009), product quality is the ability of a product to meet or exceed customer expectations. This study aims to explore the influence of product quality on customer satisfaction among Samsung smartphone users in Manado. The results indicate that high product quality contributes significantly to customer satisfaction levels.

First, the aspect of durability or product longevity greatly affects customer satisfaction. Durability refers to how long a product can be used without breaking down. According to research by Zeithaml, Bitner, and Gremler (2018), product durability plays an important role in determining product quality. Survey results in Manado show that most Samsung smartphone users are satisfied with the product's durability, which can last a long time without significant damage. Second, the performance of the smartphone is another determining factor in product quality. Product performance includes operational speed, storage capacity, and reliability in running applications. Parasuraman, Zeithaml, and Berry (1985) state that product performance is one of the main dimensions of product quality. This study found that users in Manado highly appreciate the fast and responsive performance of Samsung smartphones, which provide a satisfying user experience. Third, product design also plays an important role in influencing customer satisfaction. Modern and ergonomic designs not only enhance aesthetics but also the comfort of use. According to Bloch (1995), product design is an important element in consumer purchasing decisions. Respondents in Manado feel that the stylish and user-friendly design of Samsung smartphones enhances their

satisfaction with the product. Fourth, the additional features offered by Samsung smartphones also significantly contribute to customer satisfaction. Features such as high-quality cameras, the latest screen technology, and useful pre-installed applications are considered important added value. According to research by Dhar and Wertenbroch (2000), additional features can enhance customers' perceived value of the product. This study shows that users in Manado are very satisfied with the advanced features offered by Samsung. Fifth, after-sales service is also an important aspect in determining customer satisfaction. After-sales services include warranty, repair services, and customer support. According to Lovelock and Wirtz (2011), good after-sales service can increase customer loyalty. This study found that customers in Manado are satisfied with the after-sales services provided by Samsung, which gives them a sense of security and support when facing problems with their smartphones.

Moreover, this study also shows that integrating various aspects of product quality as a whole is more effective in increasing customer satisfaction. According to Garvin (1987), product quality is a combination of various dimensions such as durability, performance, design, and additional features. Samsung smartphone users in Manado feel that the combination of these various quality aspects creates a very satisfying usage experience. Furthermore, this study found variations in satisfaction levels among different demographic groups. According to Kotler and Armstrong (2012), market segmentation can affect perceptions of product quality. Younger users tend to value design and advanced features more, while older users focus more on durability and performance. Nonetheless, all age groups show high satisfaction levels with Samsung products.

The implications of these research findings are very relevant to Samsung's marketing strategy in Manado. According to Aaker (1991), product quality is one of the main elements in building brand equity. Samsung can continue to innovate and improve product quality to maintain and enhance customer satisfaction. Additionally, promoting the quality aspects most appreciated by customers can strengthen the brand image and attract more new customers. In conclusion, this study confirms that product quality has a significant influence on customer satisfaction among Samsung smartphone users in Manado. Factors such as durability, performance, design, additional features, and after-sales service all positively contribute to customer satisfaction. These findings support the existing literature and highlight the importance of product quality in marketing strategies and product development to increase customer satisfaction and loyalty.

### **The Influence of Brand Image on Customer Satisfaction**

Brand image is also a major factor can influence customer satisfaction. Having a good brand image means that the company has gained public sympathy, where there is a perception in society that the products offered are good and trustworthy. Brand image includes where a relationship with consumers is established. There is effective and personalized communication to customers, and an understanding of needs, individual customers in the form of the ability to understand customer desires and the availability of care or attention for customers. The higher the brand image you have, the level of customer satisfaction will increase. Brand image is the customer's perception of a brand based on experience, promotion, and received communication. According to Aaker (1991), a strong brand image can create trust and loyalty among customers. This study aims to analyze the influence of brand image on customer satisfaction among Samsung smartphone users in Manado. The results indicate that a positive brand image contributes significantly to customer satisfaction levels.

First, a good brand reputation plays an important role in building a strong brand image. According to Keller (1993), a good brand reputation reflects consistent product quality and reliability. Samsung smartphone users in Manado perceive the Samsung brand to have a good reputation, reflected in the reliable and innovative product quality. This reputation gives customers a sense of security and increases their satisfaction levels. Second, positive brand associations also influence customer satisfaction. Brand associations refer to attributes linked to the brand by customers, such as advanced technology, elegant design, and good after-sales support. According to Kotler and Keller (2012), positive brand associations can enhance customers' perceived value of the product. The study shows that Samsung smartphone users in Manado have positive associations with the Samsung brand, which enhances their satisfaction with the product. Third, brand loyalty is an important indicator of the influence of brand image on customer satisfaction. According to Oliver (1999), brand loyalty is the customer's commitment to repurchase products from the same brand in the future. This study found that customers who have a positive view of the Samsung brand image tend to be more loyal and satisfied with the products they use. This loyalty is driven by positive experiences and trust in the Samsung brand. Fourth, effective brand communication can strengthen the brand image and increase customer satisfaction. According to Duncan and Moriarty (1998), consistent and relevant brand communication can build a strong brand image in customers' minds. The study shows that Samsung successfully conducts effective brand communication through advertising, promotions, and social media interactions, which positively impact the brand image and customer satisfaction in Manado. Fifth, customer experience with Samsung products also contributes to a positive brand image. According to Schmitt (1999),

customer experience encompasses all customer interactions with the product, from purchase to daily use. The study found that positive experiences of Samsung smartphone users in Manado, such as ease of use and reliable performance, strengthen the brand image and increase their satisfaction.

Additionally, high perceived product quality is part of the brand image that influences customer satisfaction. According to Garvin (1987), high product quality includes aspects such as durability, performance, and design. Samsung smartphone users in Manado perceive Samsung products to have high quality, contributing to a strong brand image and customer satisfaction. This study also shows that good after-sales service strengthens the brand image and increases customer satisfaction. According to Lovelock and Wirtz (2011), good after-sales service includes warranty, repair, and responsive customer support. Customers in Manado are satisfied with Samsung's after-sales service, which strengthens their positive perception of the brand image and increases their satisfaction. Furthermore, global brand recognition also plays an important role in building a strong brand image. According to Kapferer (2008), widely recognized global brands have a unique appeal in customers' eyes. The study shows that global recognition of the Samsung brand gives a sense of pride to users in Manado, who feel they are using products from a globally acknowledged brand, thus enhancing their satisfaction.

The implications of this research are very important for Samsung's marketing strategy in Manado. Knowing that brand image significantly influences customer satisfaction, Samsung can focus on enhancing and maintaining its brand image through product innovation, effective brand communication, and superior after-sales service. Additionally, promoting positive brand associations can strengthen the brand image and attract more new customers. In conclusion, brand image has a significant influence on customer satisfaction among Samsung smartphone users in Manado. Factors such as brand reputation, brand associations, brand loyalty, brand communication, customer experience, perceived product quality, after-sales service, and global brand recognition all positively contribute to customer satisfaction. This study emphasizes the importance of brand image in marketing strategies and product development to enhance customer satisfaction and loyalty.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of the research that has been carried out, the expected conclusions can be drawn following the research statements described above, so the conclusions are as follows:

1. The quality of Samsung smartphone products greatly influences consumer satisfaction. The higher the quality provided by Samsung smartphones; the more customer satisfaction will increase.
2. The product image of Samsung smartphones influences consumer satisfaction. The higher the image of the Samsung smartphone; the more consumer satisfaction will increase

### Recommendation

Based on the conclusion of this research, there are several recommendations that can be given as a basis for consideration for any relation parties as follows:

1. Samsung smartphones should pay more attention to the product and improves quality of product, creating new technology to meet consumer needs to compete in the smartphones market share in the coming year
2. Future researchers to develop this research by considering other variables which are other variables outside the variables included in this research.

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