

THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CONSUMER SATISFACTION OF “CHARLES & KEITH” BAGS (Study on Consumers in Denpasar City)

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Abstract: The fashion industry is one of the most dynamic global economic sectors and continues to change over time. Fashion products now not only function as basic necessities and part of a lifestyle, but also have a strong influence on society. One of the fashion items that is highly sought after by women in the current era of fashion development is bags. Charles & Keith is a fashion brand widely known for its bag products. This study aims to determine the effect of product quality, price, and promotion on consumer satisfaction of Charles & Keith bags in Denpasar City. The method used to determine the sample in this study was purposive sampling with a sample size of 120 respondents. The data collection method in this study was through the distribution of research instruments in the form of offline distribution by giving directly to respondents and online via Google Form with the help of social media to consumers of Charles & Keith bag products in Denpasar City. The data analysis technique used was regression analysis with the help of SPSS for Windows. The results of the study showed that product quality, price, and promotion have a positive and significant effect on consumer satisfaction. Based on the results of this study, it is expected that Charles & Keith will improve various aspects related to product quality, price, and promotion to increase consumer satisfaction.

Keywords: Product Quality, Price, Promotion, Consumer Satisfaction

INTRODUCTION

The fashion industry is one of the most dynamic economic sectors in Indonesia, continuously evolving in line with changing times. According to Vibizmedia.com (2024), the development of the fashion industry contributes significantly to the country's creative economy, accounting for 18 percent of the total Gross Domestic Product (GDP) of Indonesia's creative economy sector, equivalent to IDR 116 trillion. The fashion sector in Indonesia is projected to grow at an average rate of 5–7 percent annually, driven by increasing consumer purchasing power, urbanization, and the emergence of fashion trends. This growth is further reinforced by advancements in technology and the influence of social media, which play a crucial role in shaping consumer behavior. Amidst these conditions, fashion companies face significant challenges in remaining relevant and competitive. Fashion products are no longer merely functional necessities or lifestyle elements, but have a substantial influence on society.

Changes in consumer preferences in the current era have also influenced lifestyles and fashion trends, including the use of bags. Bags are no longer viewed merely as containers for carrying items but have become essential accessories that complement appearance and lifestyle, particularly for women (Lestari et al., 2022). Furthermore, Lestari et al. (2022) state that for women, bags are a primary need, valued not only for

their function but also for their aesthetics. Therefore, their selection is often adjusted to match clothing, occasions, and types of events attended. In various activities, from formal events to daily routines, bags serve as fashion accessories that reflect the wearer's personal style. Consequently, bags act as complementary elements that enhance a woman's overall fashion appearance.

Consumer satisfaction is a response or reaction that arises after using or receiving a product or service, potentially resulting in satisfaction or dissatisfaction (Tjiptono, 2009). When a product or service performs below consumer expectations, dissatisfaction and disappointment may occur. Conversely, if the performance exceeds expectations, consumers are likely to feel pleased and satisfied. A high level of satisfaction encourages the formation of a positive impression of the product or service offered by a company (Khairawati, 2020). Positive experiences help strengthen consumer preferences in subsequent purchasing decisions. Satisfied consumers tend to be happier, more optimistic, and more likely to exhibit brand-supportive behaviors (Adeiza et al., 2022; Khan et al., 2020). According to Diana (2019), consumer satisfaction refers to a person's feelings of pleasure or disappointment resulting from a comparison between perceived product performance and expectations. Similarly, Anggraini (2021) defines consumer satisfaction as the level of feeling in which an individual evaluates the outcome of the comparison between perceived and expected product or service performance. Prioritizing consumer satisfaction contributes to sustaining competitive advantage and fostering long-term customer relationships (Abigail et al., 2024).

One of the factors influencing consumer satisfaction is product quality. According to Sari & Prihartono (2021), high-quality products affect consumer satisfaction as they offer added value in terms of functionality and durability. Product quality reflects a company's ability to provide distinctive features or unique characteristics that make its products easily recognizable. For companies, products play a critical role, as business operations cannot proceed without them (Putra, 2021). Prakosa et al. (2021) define product quality as the product's ability to perform various functions, such as durability, reliability, accuracy, and ease of use. Cesariana et al. (2022) further state that product quality encompasses a product's ability to function effectively, including aspects such as durability, reliability, precision, ease of use, ease of repair, and other valuable attributes, all aimed at achieving consumer satisfaction. Several previous studies indicate that product quality has a significant impact on consumer satisfaction, as demonstrated by research conducted by Dwiputra & Prabantoro (2020), which aligns with the findings of Sari (2019), Marpaung & Mekaniwati (2020), and Diputra & Yasa (2021). However, different results were reported by Putra (2019), whose findings indicated inconsistencies regarding the effect of product quality on consumer satisfaction.

In addition to product quality, price is another variable that influences consumer satisfaction. Price refers to the amount of money paid by consumers in exchange for a product or service (Kotler & Armstrong, 2008). The price offered should be commensurate with the positive benefits provided by the product (Kumrotin & Susanti, 2021). Although price has a considerable influence on consumer satisfaction (Choi, 2020),

some studies show that price can also have a negative impact on consumer satisfaction (Tannady et al., 2022). Fashion companies face the challenge of setting appropriate pricing. In a competitive market filled with various brand alternatives and high consumer expectations for quality and value, companies must ensure that their pricing strategy reflects a balance between value and profitability. Overpricing or underpricing can negatively affect both brand image and company profit. Research by Zed et al. (2024) shows that price significantly affects consumer satisfaction, which is consistent with findings by Dwiputra & Prabantoro (2020) and Rizkiana et al. (2023).

Beyond product quality and price, promotion also plays an essential role in determining consumer satisfaction. Promotion is a form of communication used by companies to attract consumer attention and influence their behavior (Rani & Purnami, 2019). Through promotion, companies can raise consumer awareness, stimulate purchasing behavior, and build long-term relationships with customers (Yuliantari et al., 2019). Promotion comprises a combination of various marketing activities aimed at communicating product or service information to the public to generate buying interest. It is designed to influence public perception and encourage purchasing decisions by emphasizing product quality and advantages (Lamasi & Santoso, 2022). It is important to note that promotion has a positive and significant effect on consumer satisfaction (Ilyas & Mustafa, 2022). Research by Septian & Saputra (2020) confirms this relationship and is supported by findings from Sari (2019) and Silitonga (2021). However, Effendi & Chandra (2019) reported differing results, indicating inconsistencies regarding the impact of promotion on consumer satisfaction.

Product quality refers to a product's ability to perform its intended functions optimally, including aspects such as durability, reliability, precision, ease of use, appearance, and raw materials (Ekaprana et al., 2020; Vidananda, 2021). High-quality products that meet or exceed consumer expectations are crucial for achieving customer satisfaction and enhancing business competitiveness (Yulistria et al., 2023; Utami et al., 2024). Numerous studies have shown that product quality has a positive and significant effect on consumer satisfaction (Dwiputra & Prabantoro, 2020; Diputra & Yasa, 2021; Marpaung & Mekaniwati, 2020; Sari & Heryenzus, 2023; Argasha & Slamet, 2020). Based on these studies, the following hypothesis can be proposed: H1: Product quality has a positive and significant effect on consumer satisfaction.

Price is the only component of the marketing mix that generates revenue and plays a key role in determining the exchange value between consumers and companies (Fakhrudin et al., 2022; Wydyanto & Ilhamalimy, 2021). Setting the right price affects sales volume and production cost efficiency (Tjiptono & Diana, 2020). Price also reflects consumer perception of a product's value and benefits (Kumrotin & Susanti, 2021). Price indicators, according to Intan Maitri et al. (2025), include affordability, compatibility with quality and benefits, and competitiveness in the market. Kotler & Armstrong (2019) also emphasize factors such as list prices, discounts, and price reductions. Several studies have demonstrated that price has a positive and significant effect on consumer satisfaction (Choi, 2020; Zed et al., 2024; Rizkiana et al., 2023; Argasha & Slamet, 2020;

Hariyanto & Susanto, 2021). Based on these findings, the following hypothesis is proposed:

H2: Price has a positive and significant effect on consumer satisfaction.

Promotion is an important aspect of marketing communication aimed at informing, persuading, and reminding consumers to become interested in, purchase, and remain loyal to a product (Fakhrudin et al., 2022; Kotler & Armstrong, 2019). The effectiveness of promotion significantly determines the success of marketing efforts, as consumers may be unaware of a product's benefits or existence without proper promotion (Dariel et al., 2021; Thamanda et al., 2024). Promotion also affects consumer decision-making and can enhance satisfaction by creating more meaningful purchasing experiences (Veronika & Hikmah, 2020). According to Sari & Heryenzus (2023), promotion indicators include advertising, sales promotions, public relations, and direct marketing. Numerous studies show that promotion has a positive and significant influence on consumer satisfaction (Siregar et al., 2021; Septian & Saputra, 2020; Silitonga, 2021; Sari, 2019; Hariyanto & Susanto, 2021). Based on these studies, the following hypothesis is proposed:

H3: Promotion has a positive and significant effect on consumer satisfaction.

2. METHOD

This research uses a quantitative approach with a descriptive correlational study. This approach allows researchers to measure and analyze relationships between variables using numerical data obtained through questionnaires. The correlational study was chosen because the focus of this research is to identify the relationship between product quality, price, promotion, and consumer satisfaction with Charles & Keith bags (Sekaran & Bougie, 2016; Hair et al., 2021).

The research location was determined in Denpasar City, which is the capital of Bali Province and the center of economic growth and high population density. This city has the second largest population in Bali, namely 762,480 people in 2025, and recorded economic growth of 5.55 percent, the second highest after Badung Regency. In addition to strong purchasing power, the dominance of young and adult residents in Denpasar makes this city relevant for studying consumer behavior towards fashion products, particularly bags (BPS Bali Province, 2025).

The object of this research is consumer behavior, with a focus on consumer satisfaction as the dependent variable (Y), which is influenced by independent variables in the form of product quality (X1), price (X2), and promotion (X3). This study aims to determine the extent to which each of these variables influences the level of consumer satisfaction in purchasing and using Charles & Keith brand bags on retail platforms available in Denpasar City (Kotler & Keller, 2016).

RESULTS AND DISCUSSION

Results of Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1,701	1,059		1,607	.111
	Product Quality (X1)	.404	.057	.425	7,049	.000
	Price (X2)	.514	.095	.345	5,434	.000
	Promotion (X3)	.373	.084	.257	4,461	.000
a. Dependent Variable: Consumer Satisfaction						

Source: data processed, 2025

Based on Table 1, the following regression equation is obtained:

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

$$Y = 1.701 + 0.404X_1 + 0.514X_2 + 0.373X_3 + e$$

The results of the regression equation above show the values β_1 , β_2 , β_3 which provide the following explanation:

- 1) The value of $a = 1.701$, means that if product quality (X_1), price (X_2), and promotion (X_3) do not change, then consumer satisfaction (Y) will increase.
- 2) The value of $\beta_1 = 0.404$, meaning that product quality (X_1) has a positive coefficient on consumer satisfaction. This means that if the product quality variable increases, consumer satisfaction will increase.
- 3) The value of $\beta_2 = 0.514$, meaning that price (X_2) has a positive coefficient on consumer satisfaction. This means that if the price variable increases, consumer satisfaction will increase.
- 4) The value of $\beta_3 = 0.373$, meaning that promotion (X_3) has a positive coefficient on consumer satisfaction. This means that if the promotion variable increases, consumer satisfaction will increase.

Results of the Classical Assumption Test Analysis

a) Normality Test

Table 2. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.73046598
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.035
Test Statistics		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data processed, 2025

Based on Table 2, it can be seen that the Asymp. Sig (2-tailed) value is 0.200, while the significance level used is 0.05. Because the Asymp. Sig (2-tailed) coefficient is greater than α , it can be concluded that the residual data used in this study is normally distributed.

b) Multicollinearity Test

Table 3. Multicollinearity Test Results

		Coefficients ^a	
		Colinearity Statistics	
Model		Tolerance	VIF
1	Product Quality	.608	1,645
	Price	.550	1,819
	Promotion	.667	1,498
a. Dependent Variable: Consumer Satisfaction			

Source: data processed, 2025

Based on Table 3, the SPSS output results of the multicollinearity test show that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is less than 10. This shows that the regression equation model is free from multicollinearity.

c) Heteroscedasticity Test

Table 4. Results of Heteroscedasticity Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,429	.654		2,186	.031
	Product Quality	.002	.035	.007	.061	.952
	Price	.039	.058	.082	.661	.510
	Promotion	-.049	.052	-.107	-.941	.348
a. Dependent Variable: Consumer Satisfaction						

Source: data processed, 2025

Based on Table 4, all independent variables in this study have a significance value greater than 0.05, which means that the regression model is free from heteroscedasticity symptoms.

F-Test Results (Model Feasibility Test)

Table 5. Results of the F-Test (Model Feasibility Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1031.445	3	343,815	111,920	.000b
	Residual	356,347	116	3,072		
	Total	1387,792	119			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Product Quality, Price, Promotion						

Source: data processed, 2025

Table 5 shows that the F-test significance value is $0.000 < 0.05$, thus it can be said that this research regression model is suitable for use. This result indicates that there is a simultaneous influence of product quality (X_1), price (X_2), and promotion (X_3) variables on consumer satisfaction (Y).

Results of the Coefficient of Determination (R^2) Test

Table 6. Results of the Determination Coefficient (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.862a	.743	.737	1,753

Source: data processed, 2025

Based on Table 6, the adjusted R square value is 0.737 or 73.7 percent, which means that the influence of product quality, price, and promotion on consumer satisfaction is 73.7 percent, while the remaining 26.3 percent is explained by other factors not explained in the research model.

Partial Test Results (t-Test)

The influence of product quality, price, and promotion on consumer satisfaction in this study was analyzed using a t-test. The testing criteria for interpreting the effect of each variable were based on a significance level of 5% or 0.05. Based on Table 1, the results of the first hypothesis test regarding the effect of product quality on consumer satisfaction are as follows:

- H_0 : Product quality does not have a positive and significant effect on consumer satisfaction.
- H_1 : Product quality has a positive and significant effect on consumer satisfaction.

The results of the analysis indicate a significance value of 0.000, a t-statistic value of 7.049, and a positive regression coefficient of 0.404. Since the significance value (0.000) is less than 0.05, H_0 is rejected and H_1 is accepted.

This indicates that the higher the product quality of Charles & Keith bags, the higher the level of consumer satisfaction. Product quality refers to various aspects, such

as durability, economic life, comfort, and the elegant and modern design that aligns with consumer preferences. This finding supports the first element in the 4P marketing mix theory by Kotler & Armstrong (2019:58), namely **product**. In the marketing mix, a product encompasses everything that a company offers to the market to satisfy consumer needs and wants physically, in terms of quality, design, and benefits. High-quality products can create perceived value for consumers and provide a satisfying experience, ultimately forming a positive brand perception.

In this case, Charles & Keith has successfully delivered bags that meet not only functional expectations such as durability and comfort but also emotional expectations through aesthetic design and brand image. When a product fulfills or exceeds expectations, it leads to high satisfaction. This satisfaction plays a vital role in building brand loyalty, increasing the likelihood of repeat purchases and positive word-of-mouth recommendations. Therefore, superior product quality is a key marketing strategy for increasing consumer satisfaction and strengthening brand positioning in a competitive market. These findings are consistent with those of Diputra & Yasa (2021), Marpaung & Mekaniwati (2020), and Sari & Heryenzus (2023), all of whom found that product quality has a positive and significant influence on consumer satisfaction.

The second hypothesis tested was the effect of price on consumer satisfaction:

- H_0 : Price does not have a positive and significant effect on consumer satisfaction.
- H_2 : Price has a positive and significant effect on consumer satisfaction.

The analysis revealed a significance value of 0.000, a t-statistic value of 5.434, and a positive regression coefficient of 0.514. As the significance value is less than 0.05, H_0 is rejected and H_2 is accepted.

This result shows that the better consumers perceive the price of Charles & Keith bags, the higher their satisfaction. Respondents in this study believed the price was aligned with the quality received, including design, materials, durability, and comfort. The price was also perceived to be competitive compared to other brands in the same market segment. The company's appropriate pricing strategy created a positive value perception, where consumers felt they received benefits that matched or even exceeded their expectations. This finding aligns with Kotler & Armstrong's (2019:58) marketing mix theory, in which price is a strategic element that directly affects the perceived value of a product.

Many companies often make pricing errors by reducing prices too quickly to increase sales. A more effective approach is to build perceived value so that consumers are willing to pay more for products they consider worthwhile. In this context, Charles & Keith has successfully aligned price with perceived quality, resulting in consumer satisfaction. Thus, positive price perception plays an important role in enhancing consumer satisfaction. Pricing strategies that consider perceived consumer value can create a more satisfying shopping experience and strengthen brand positioning in the market.

This finding is supported by previous research by Rizkiana et al. (2023), Argasha & Slamet (2020), and Hariyanto & Susanto (2021), all of which found that price has a positive and significant effect on consumer satisfaction.

The third hypothesis tested was the effect of promotion on consumer satisfaction:

- H_0 : Promotion does not have a positive and significant effect on consumer satisfaction.
- H_3 : Promotion has a positive and significant effect on consumer satisfaction.

The analysis results showed a significance value of 0.000, a t-statistic value of 4.461, and a positive regression coefficient of 0.373. As the significance value is less than 0.05, H_0 is rejected and H_3 is accepted.

This indicates that the more effective Charles & Keith's promotional strategies are, the higher the consumer satisfaction. Effective promotion can attract consumer attention, provide relevant information, and shape a positive brand image. This finding supports the marketing mix theory by Kotler & Armstrong (2019:58), in which **promotion** serves to communicate product advantages and persuade consumers. Promotion is not merely a sales tool but also a means to build long-term relationships with consumers.

Charles & Keith has implemented various effective promotional strategies, such as visual advertisements on social media and the delivery of product information via email and direct messages. These advertisements not only introduce the product but also strengthen the brand image as a modern and high-quality fashion label. Periodic discount promotions encourage purchases by offering immediate added value, enhancing the shopping experience. Additionally, the use of personalized communications—such as emails and direct messages about new products and exclusive offers enhances interaction between the brand and consumers, further increasing satisfaction.

Thus, well-planned and targeted promotional efforts play a crucial role in delivering added value to consumers. When tailored to consumer needs and preferences, promotions result in higher satisfaction. Therefore, promotion serves as a strategic tool for value creation and relationship building, ultimately improving consumer satisfaction. This result is in line with research conducted by Siregar et al. (2021), Septian & Saputra (2020), and Silitonga (2021), all of whom concluded that promotion has a positive and significant effect on consumer satisfaction.

CONCLUSION

Based on the results of the study, it can be concluded that product quality, price, and promotion all have a positive and significant effect on consumer satisfaction. The analysis shows that the better the product quality offered by the fashion industry, the higher the level of consumer satisfaction. Additionally, prices that match consumers' perceived value and expectations also contribute to greater satisfaction with the purchased products. Moreover, effective promotional strategies play a significant role in enhancing satisfaction with fashion products. Therefore, these three variables are proven to play a critical role in shaping and increasing consumer satisfaction in the fashion industry.

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