



Consumer satisfaction in three dimensions: analysis of the effect of consumer perceived value on shoes, mobile phones, and cars

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ABSTRACT

This groundbreaking study delves into the captivating realm of 'consumer perceived value' and its profound impact on consumer satisfaction, particularly within the realm of enduring products such as shoes, mobile phones, and cars. We meticulously explore four facets of consumer perceived value: quality value, pricing dynamics, emotional resonance, and social connections. Employing a descriptive research approach, we harnessed a robust sample of 200 respondents for each product category. Our findings unveil a compelling nexus between consumer perceived value and the elusive realm of consumer satisfaction. Notably, the paramount influence is wielded by the dimension of quality. Consequently, we implore companies to channel their efforts towards elevating product excellence, while judiciously attending to price dynamics, emotional resonance, and social affiliations to maximize consumer gratification

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INTRODUCTION

In the digital age full of innovation, competition among durable goods manufacturers is getting fiercer. Companies are competing not only in creating products, but also in providing 'value' felt by consumers (Lin et al., 2019). According to marketing experts, a product or service's success depends on the company's ability to deliver value and satisfaction to consumers (Shao & Helu, 2020).

(Walsh et al., 2014) However, 'value' or 'consumer perceived value' is not a simple concept. According to research, this value consists of four main dimensions: emotion, social status, price, and quality. Unfortunately, many companies are still confused about how to measure and increase this 'value', even though they spend a lot of money on it every year. (Bryła, 2017) This article discusses the concept of creating and delivering value to consumers, particularly in the context of healthy food.

Consumer satisfaction is the end point of all these efforts (A. Syaifudin, 2022). By definition, satisfaction is the result of a comparison between consumer expectations and perceptions of a product or service. If the company can understand and fulfill what consumers perceive and expect, then satisfaction will be created (Desy Surya et al., 2020). The research Focused on how a product or service's success depends on the company's ability to deliver value and satisfaction to consumers. (Shao & Helu, 2020)

Satisfied consumers will not only return to buy, but will also form a positive 'word of mouth', strengthen the company's reputation, and ultimately increase profits (Felix, 2015). Therefore, understanding and optimizing 'consumer perceived value' is a crucial step for the sustainability and long-term success of the company (Cahyadi, 2022). Emphasized that consumer satisfaction is the end point of all efforts to provide value (A. S. Syaifudin, 2020).

The urgency of the research lies in its focus on understanding the multi-dimensional nature of 'consumer perceived value' and its impact on consumer satisfaction across different product categories. In an increasingly competitive market, especially in the digital age, companies are vying to create products and deliver value that resonates with consumers. Despite the significant investments companies make in understanding and enhancing consumer value, there has been a gap in comprehensive research that dissects this complex concept into its key facets – quality, pricing, emotional resonance, and social connections – and studies their individual and collective impact on consumer satisfaction.

The article addresses a gap in understanding the multi-dimensional nature of 'consumer perceived value.' While previous studies have discussed the importance of value and satisfaction, this research explores four facets of consumer perceived value: quality value, pricing dynamics, emotional resonance, and social connections. It also provides empirical data on how these facets influence consumer satisfaction in three product categories: shoes, mobile phones, and cars.

Literature Review

Value

Value is an abstract concept, its definition can vary depending on the context (Sidorchuk, 2015). In marketing, value emphasizes the consumer's perspective. Meanwhile, according to (Dembek et al., 2016) "Value is the bang for my buck".

Consumer Perceived Value

Customer perceived value, as defined by (Aulia et al., 2016), is the advantage customers perceive when they are satisfied with a company's offering. This can result from reduced sacrifice, the presence of perceived benefits, a combination of sacrifice and benefit, or an accumulation of these factors over time.

Customer Satisfaction

According to (Nigel Hill, 2016) explains, "Customer Satisfaction is a measure of how your organisation's total product performs in relation to a set of customer requirements".

Perception

(Aramja et al., 2021) argue, "Perception is defined as the process by which individual selects, organized, and interprets stimuli into a meaningful and coherent picture of the world.".

RESEARCH METHOD

This research is a descriptive study that focuses on collecting, processing, and analyzing data to understand a phenomenon (Kim et al., 2017). The goal is to delve into how the independent variable affects the dependent one and glean insights from firsthand interviews and surveys with the study subject (Dour et al., 2014).

Data Collection

The descriptive approach in this research's data collection process allows for systematic data gathering, processing, and analysis to develop a thorough understanding of the problem. To understand the complex dynamics at work, one of the main goals of this study is to evaluate the influence and interactions between independent and dependent variables. This study aims to give valuable insights and make meaningful conclusions by carefully analyzing and interpreting the data, expanding on the work of (Hanmer & Ozan Kalkan, 2013).

Unit of Analysis and Sampling

In this study, the target population comprises Bandung residents who own shoes, cell phones, and cars as the unit of analysis and sampling. The 'convenience sampling' strategy used in this study includes choosing individuals from the designated population who are easy to reach or come across. This strategy makes the data collection process more accessible, but it's vital to remember that because of its non-random character, it could also introduce some bias. However, this deliberate selection of sampling technique enables the practical collection of data from subjects who most accurately reflect the investigated product ownership categories.

Sample Size

A standardized sample size of 200 participants was used in this study for each product category under consideration. Additionally, 250 questionnaires for each product category were given out to glean helpful information and ideas from responders. This strategy guarantees an appropriate and uniform sample size across the various product kinds, enabling functional statistical analysis and the discovery of patterns and trends. The choice of sample size is essential to retain statistical validity and ensure that the study's results can be confidently extrapolated to the larger population of interest (Hult et al., 2021).

Data Analysis Method

The main goal of this study is to investigate the impact of "consumer perceived value" on satisfaction across various product categories, including shoes, mobile phones, and cars. A thorough data analysis strategy was used to accomplish this. The potential of SPSS 25.0 software, a well-known instrument for statistical analysis, was exploited by researchers. (Mahsyar & Surapati, 2020), used various statistical tests, including reliability evaluations, validity checks, factor analyses, and multiple regression analyses. The robustness of the research findings is increased by the ability of these analytical tools to offer a thorough assessment of the complex relationships and important variables affecting consumer happiness (Alsukri et al., 2022).

Factor Analysis

Analysis in this study helps illuminate and comprehend complex linkages within the research framework (David A. Aaker, 2013), multiple regression examines the interactions between independent factors, such as service quality and customer satisfaction, and a single dependent variable, such as customer satisfaction or service loyalty. With the help of this statistical method, researchers can identify and measure the influence of several variables on the selected outcome variable, providing insight into the relative importance of each independent variable's contribution. The study acquires a solid methodological foundation for studying and clarifying the complex processes determining customer satisfaction and service loyalty within the context of the multiple regression technique.

Multiple Regression

In this study, the utilization of multiple regression analysis, as articulated by (Leninkumar, 2017) the use of multiple regression analysis in this study appears to help illuminate and

comprehend complex linkages within the research framework. multiple regression examines the interactions between independent factors, such as service quality and customer satisfaction, and a single dependent variable, such as customer satisfaction or service loyalty. With the help of this statistical method, researchers can identify and measure the influence of several variables on the selected outcome variable, providing insight into the relative importance of each independent variable's contribution. The study acquires a solid methodological foundation for studying and clarifying the complex processes determining customer satisfaction and service loyalty within the context of the multiple regression technique.(Haralayya, 2021).

Reliability and Validity Testing

Reliability testing is used to evaluate the precision and consistency of the measuring devices. Cronbach's Alpha is used in this study to assess reliability, with a threshold of > 0.6 serving as a standard for satisfactory dependability. Thus, the study techniques consistently measure the targeted qualities or constructs. To ensure an accurate representation of the variables under consideration, validity testing, on the other hand, focuses on building solid correlations inside the Component Correlation Matrix. Researchers strengthen the credibility and robustness of their work by completing thorough reliability and validity tests. This increases confidence in the research findings and their relevance to the study's larger context (Polit, 2015).

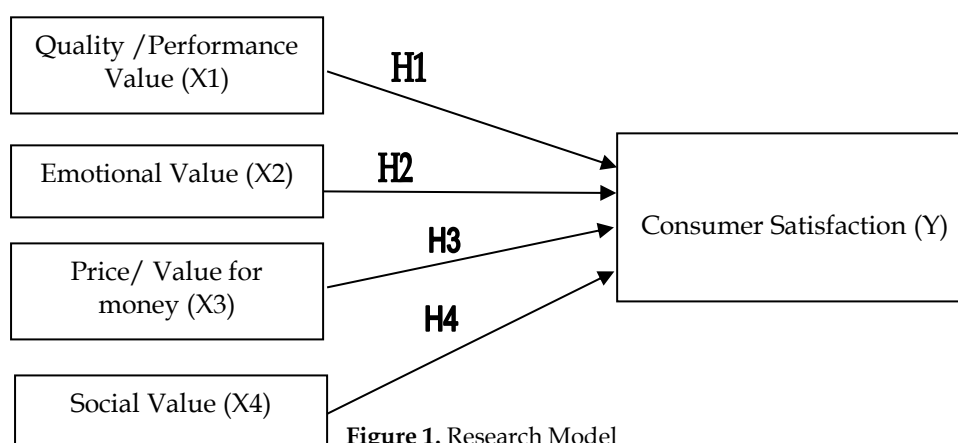


Figure 1. Research Model

From the model above, these variables shape the research hypothesis as follows:

H1: It is suspected that quality / performance value has an influence on consumer satisfaction.

H2: It is suspected that emotional value has an influence on consumer satisfaction.

H3: It is suspected that price/value for money has an influence on consumer satisfaction.

H4: It is suspected that social value has an influence on consumer satisfaction

RESULTS AND DISCUSSIONS

Results of Respondents' Personal Data Analysis

From 250 questionnaires distributed for each product (shoes, mobile phones, and cars), 200 questionnaires were collected and filled out properly for each category. This questionnaire is divided into three parts: assessing 'consumer perceived value', customer satisfaction, and respondents' personal data.

Personal Data of Shoe Product Respondents

The demographic data of respondents in this study covered four aspects: gender, age, occupation, and income, which are about 60% or 120 people who filled out the shoe product questionnaire were female and the remaining about 40% were men. The age data of respondents is

divided into four categories. 35% are 25-30 years old, 29% are 17-24 years old, 25% are 31-35 years old, 5% are 36-40 years old, and the remaining 5% are over 41 years old. The respondents' jobs were divided into five categories: students, employees, self-employed, professionals, and others. Of the 200 respondents, 37% were employees, 32% self-employed, 26.5% students, 2.5% professionals, and 5% in miscellaneous categories. The income distribution of respondents: 28.5% had income of Rp 500,000-Rp 1,500,000, 21% were in the range of Rp 2,500,001-Rp 3,500,000, 20.5% were between Rp 1,500,001-Rp 2,500,000, 19.5% were above Rp 3,500,000, and 10.5% were below Rp 500,000 per month.

Personal Data of Mobile Phone Product Respondents

There were about 200 questionnaires for mobile phone products that were successfully collected. From the 200 questionnaires, data on respondents of Mobile Phone Product it is known that most of those who fill out the questionnaire are female, which is around 56%, while the remaining 44% are male. The age distribution of respondents for mobile phone products: 39.5% aged 25-30 years, 29.5% aged 17-24 years, 15.5% aged 31-35 years, 10.5% aged 36-40 years, and 5% aged over 41 years. 37% of respondents work as employees, 30% as self-employed, 21.5% are students, 8% are professionals, and the remaining 3% are in miscellaneous job categories. 28% of respondents who filled out the questionnaire had a monthly income of Rp 2,500,001-Rp 3,500,000, followed by 24% with an income of Rp 1,500,001-Rp 2,500,000, and only 5% had an income below Rp 500,000.

Personal Data of Car Product Respondents

Different from shoe and mobile phone products which are dominated by female respondents, for car products the situation is reversed. As many as 51% of respondents were men, while the remaining 49% were women. Respondents for this car product, 33% aged between 31 to 35 years, 32% respondents aged 25 to 30 years, 17% respondents aged 36 to 40 years, while those aged between 17 to 24 years amounted to 10.5%, the remaining 7.5% aged over 41 years. 21% (42 individuals) are students, 39% are employed, 37.5% are self-employed, and 1.5% are professionals, with 1% in other professions. 36.5% of respondents had incomes of Rp 2,500,001-Rp 3,500,000, 29.5% above Rp 3,500,000, 24.5% between Rp 1,500,001-Rp 2,500,000, and only 1% below Rp 500,000.

Questionnaire Reliability Test Results

Reliability testing, conducted with tools like SPSS, ensures the accuracy and consistency of measuring instruments by assessing how well items reflect specific attributes (Taherdoost, 2018). According to (Malhotra, 2020), A reliable measuring instrument has a Cronbach's Alpha (α) \geq 0.6.

Reliability Test Results of Shoe Product Questionnaire

The results of the reliability test for shoe products, can be seen in table 13 below.

Table 1. Reliability Test Results of Shoe Product Questionnaire

Variable	Reliability		
	Shoe Product	Mobile Phone Product	Car Product
Quality/Performance Value (X1)	0.8917	0.9045	0.9035
Emotional Value (X2)	0.8515	0.8857	0.8486
Price/Value for Money (X3)	0.8615	0.8564	0.8881
Social Value (X4)	0.8069	0.8422	0.8533
Customer Satisfaction (Y)	0.9074	0.9097	0.9065

Source: Reliability Test Results

Cronbach's Alpha \geq 0.6 ensures consistent data. Table 13 confirms reliability for all variables.

Questionnaire Validity Test Results

Table 2. KMO and Bartlett's Test

Variable	KMO and Bartlett's Test			Sig.
	Shoe Products	Mobile Phone Products	Car Products	
Quality/Performance Value (X1)	0.851	0.877	0.887	0.000
Emotional Value (X2)	0.767	0.816	0.804	0.000
Price/Value for Money (X3)	0.715	0.814	0.778	0.000
Social Value (X4)	0.733	0.797	0.820	0.000
Customer Satisfaction (Y)	0.853	0.888	0.877	0.000

Source: KMO Test Results and Bartlett's Test

Table 2 confirms the validity of variables X1, X2, X3, X4, and Y with KMO values > 0.5. Significance values below 5% indicate a significant relationship between variables, with X1 and Y having the highest values at 0.851 and 0.853. In the factor analysis results for mobile phone product variables, all variables had KMO and Anti Image Correlation values above 0.5, indicating the validity of the measuring instrument. Variable Y achieved the highest validity value of 0.888. Validates the measuring instrument with KMO and Bartlett's Test values > 0.5, with variable X1 leading at 0.887. According to Malhotra and Hair, a factor loading > 0.5 indicates validity and strong factor-variable correlation. In a sample of 200 respondents with a significance level of 0.05, a factor loading ≥ 0.6 was considered significant.

Table 3. Load Factor

Variable	Item	Load Factor		
		Shoe Products	Mobile Phone Product	Car Product
Quality/Performance Value (X1)	No.1	0.817	0.815	0.843
	No.2	0.799	0.827	0.848
	No.3	0.814	0.816	0.820
	No.4	0.809	0.830	0.805
	No.5	0.835	0.840	0.828
	No.6	0.775	0.826	0.807
	No.7	0.811	0.798	0.777
	No.8	0.769	0.833	0.739
Emotional Value (X2)	No.9	0.811	0.859	0.824
	No.10	0.788	0.856	0.791
	No.11	0.782	0.808	0.816
	No.12	0.895	0.844	0.910
Price/Value for Money (X3)	No.13	0.838	0.827	0.896
	No.14	0.836	0.880	0.883
	No.15	0.798	0.800	0.799
Social Value (X4)	No.16	0.782	0.776	0.859
	No.17	0.801	0.851	0.845
	No.18	0.789	0.861	0.839
	No.19	0.801	0.807	0.789
Customer Satisfaction (Y)	No.1	0.860	0.830	0.940
	No.2	0.826	0.834	0.795
	No.3	0.843	0.817	0.806
	No.4	0.831	0.813	0.820
	No.5	0.805	0.867	0.867
	No.6	0.817	0.829	0.777

Source: Component Matrix Test Results

From table 3 it is known that all statements used to measure variables have a factor load value greater than 0.6. Thus, it can be said that each of these variables shows a strong correlation between each research variable and its factors. All statements having factor load values above 0.6, showing a strong correlation between the variable and its factor. Factor analysis produces one

factor for each variable and the total variance described by each factor. According to (Hair et al., 2019) variables with total variance above 60% are considered good.

Table 4. Total Variance Explained

Variable	% Cumulative		
	Shoe Products	Mobile Phone Products	Car Products
Quality/Performance Value (X1)	65.346%	68.210%	68.147%
Emotional Value (X2)	62.775%	69.072%	62.419%
Price/Value for Money (X3)	70.994%	70.236%	76.205%
Social Value (X4)	63.477%	67.974%	69.477%
Customer Satisfaction (Y)	69.004%	69.239%	69.887%

Source: Total Variance Results Explained

Table 4 shows the cumulative value of extraction for variables X1 is 65.346%, X2 is 62.775%, X3 is 70.994%, X4 is 63.477%, and Y is 69.004%. The variable with the largest cumulative is X3, which means that factor can account for 70,994% of the price variable. The greatest cumulative value of extraction is in variable X3 with 70.236%, which means that factor explains 70% of the price variable. Meanwhile, X1 has a cumulative 68.210%, X2 69.072%, X4 67.974%, and Y 69.239%. The cumulative value of extraction for variables X1 is 68.147%, X2 is 62.419%, X3 is 76.205%, X4 is 69.477%, and Y is 69.887%. The variable with the largest cumulative is X3, which means that factor can account for 76,205% of the price variable.

Multiple Regression Model

Table 5. Multiple Regression Coefficients

Variable X	Shoe Products		Mobile Phone Products		Car Products	
	Beta	Sig	Beta	Sig	Beta	Sig
(Constant)	5.45E-16	1.000	2.813E-17	1.000	-1.020E-16	1.000
Quality/Functional Value (X1)	0.410	0.000	0.375	0.000	0.345	0.000
Emotional Value (X2)	0.133	0.006	0.264	0.000	0.276	0.000
Price/Value for Money (X3)	0.313	0.000	0.252	0.000	0.163	0.006
Social Value (X4)	0.104	0.046	0.133	0.011	0.213	0.000

Source: Multiple regression results

Based on the results of SPSS 25.0 processing, research results for shoe products were obtained as in table 5 above. Multiple regression model obtained: $Y = 5.45E-16 + 0.410 X1 + 0.133 X2 + 0.313 X3 + 0.104 X4 + e$. The multiple regression equation for mobile phone products based on the calculation results in table 26 is: $Y = 2.813 E-17 + 0.375 X1 + 0.264 X2 + 0.252 X3 + 0.133 X4 + e$. Multiple regression models for automobile products can be obtained from table 27. The regression equation is as follows: $Y = -1.020E-16 + 0.345 X1 + 0.276 X2 + 0.163 X3 + 0.213 X4 + e$

Multiple Regression Significance Test

Significance testing of a linear multiple regression model can be performed by testing the ρ (ρ -value) value of the model. Proposed hypotheses: H_0 : There is no influence between variable X and variable Y, H_1 : There is an influence between variable X and variable Y

Table 6. Variable Significance

Model 4	F	Sig.
Regression Residual Total of Shoe Products	111.588	0.000
Regression Residual Total of Mobile Phone Products	138.618	0.000
Regression Residual Total of Car Products	321.792	0.000

Source: Multiple regression test results

The ρ -value of 0.000, smaller than α 0.05, rejects H_0 and accepts H_1 , indicating a 5% significance level between variables X and Y (Quality/Performance Value, Emotional Value, Price/Value for Money, Social Value) and Consumer Satisfaction. Mobile product with a significant value of 0.000 ($< \alpha$ 0.05), rejects H_0 and accepts H_1 , signifying a 5% significance level between variables X and Y (Quality/Performance Value, Emotional Value, Price/Value for Money, Social Value) and Consumer Satisfaction. Car product ρ -value of 0.000 indicates H_0 is rejected and H_1 is accepted, which means variable X affects variable Y with a significance level of 5%. According to (Zauner et al., 2015), the strength of this relationship is measured by R^2 , or coefficient of multiple determination, which can be seen in the Model Summary to show the strength of associations between variables.

Table 7. Coefficient of Multiple Determination

Model	R	R Square
4 of Shoe Products	0.834	0.696
4 of Mobile Phone Products	0.860	0.740
4 of Car Products	0.932	0.868

Source: Multiple regression test results

The regression model reveals a strong relationship with an R value of 0.834 between consumer perceived value and satisfaction. The R^2 of 0.696 explains that 69.6% of satisfaction variation is influenced by quality, emotion, price, and social value. Illustrates a strong relationship with an R value of 0.860 and R^2 of 0.740. This implies that 74% of the variation in Consumer Satisfaction (Y) can be attributed to variables X (quality value, emotional value, price value, and social value). $R = 0.932$, $R^2 = 0.868$, indicating 86.8% of Consumer Satisfaction's variation explained by independent variables. R Square Change assesses individual variable impact.

Table 8. R Square Change Value

Variable	R Square Change		
	Shoe Products	Mobile Phone Products	Car Products
Quality/Performance value (X1)	62,2%	60,4 %	79,1 %
Price/Value for money (X3)	5,0%	8,4%	5,2%
Emotional Value (X2)	1,8%	4,3%	2,0%
Social value (X4)	0,6%	0,9%	0,5%

Source: Multiple regression Test Results

From table 8, it can be concluded that as much as 62.2% of the variation in consumer satisfaction of shoe products can be explained by quality value, 5% by price value, 1.8% by emotional value, and 0.6% by social value. Quality scores have the greatest influence on consumer satisfaction, more than half of consumer satisfaction is influenced by the quality of shoe products, which respondents consider very important. We can see that the variation in consumer satisfaction scores for handheld products can be explained by 60.4% by quality value, 8.4% by price, 4.3% by emotional value, and 0.9% by social value. Thus, the satisfaction of mobile phones is dominated by their quality value. 79.1% of consumer satisfaction with car products is influenced by quality, 5.2% by emotional aspects, 2% by social factors, and only 0.5% by price. Product quality has the greatest influence on consumer satisfaction, while other factors have less influence.

Test the significance of each variable coefficient X1, X2, X3, X4 against variable Y in multiple regression models
Significance Test of Variable Coefficient

The hypotheses to be tested are: Ho: The coefficient of variable X has no significant effect on the variable Y, H1: The coefficient of variable X has a significant effect on the variable Y

By comparing the t-test value (t-count) of multiple regression analysis results with t-table (t-critical) values, the research hypothesis has been answered, the results can be seen in the table below:

Table 9. Results Research Hypothesis Test

Variable X	Shoe Product		Mobile Phone Product		Car Product	
	Test t value	Sig	Test t value	Sig	Test t value	Sig
(Constant)	0.000	1.000	0.000	1.000	0.000	1.000
Quality/Functional Value (X1)	5.971	0.000	6.741	0.000	5.961	0.000
Emotional Value (X2)	2.761	0.006	5.065	0.000	4.865	0.000
Price/Value for Money (X3)	4.626	0.000	5.374	0.000	2.787	0.006
Social Value (X4)	2.008	0.046	2.570	0.011	4.433	0.000

Source: Multiple regression test results

Table 9 data confirms that the four independent variables (Quality/Functional Value, Emotional Value, Price/Value for Money, Social Value) significantly impact consumer satisfaction, evidenced by t-test values exceeding 1.96 and p -values below 0.05. The t-test for X variable in mobile phone products surpasses the critical value of 1.96, and p -value is below 5%, confirming significant influence of X1, X2, X3, and X4 on Y. Based on the results, it can be said that the variable coefficients for X1, X2, X3 and X4 have a significant influence on the variable Y.

Multicollinearity Test for Each Product

An effective regression equation avoids multicollinearity, where independent variables exhibit strong correlations (Olivoto et al., 2017). Multicollinearity can lead to problems such as high standard error values, changes in regression coefficient signatures, large fluctuations in regression coefficient estimation, and the ineffect of additional independent variables. Multicollinearity can be identified using tolerance and VIF (Variance Inflation Factor). Tolerance < 0.1 and VIF > 10 signal multicollinearity (Albari & Safitri, 2018).

Table 10. Multicollinearity Test

Variable X	Collinearity Statistics Shoe Product		Collinearity Statistics Mobile Phone Product		Collinearity Statistics Car Products	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
Quality/Functional Value (X1)	0.331	3.020	0.431	2.318	0.201	4.979
Emotional Value (X2)	0.674	2.941	0.490	2.041	0.209	4.783
Price/Value for Money (X3)	0.340	1.484	0.609	1.642	0.198	5.047
Social Value (X4)	0.578	1.729	0.500	1.998	0.293	3.413

Source: Multiple regression test results of shoe products

Table 10 shows the absence of the influence of multicollinearity on multiple regression models, so it can be concluded that this regression equation can be said to have met all the requirements that are worth using. After conducting multicollinearity testing on mobile phone products, the results were negative. The results showed that there is no multicollinearity problem in the regression equation, so the equation can be used properly. In the event of multicollinearity, some solutions that can be used include increasing the number of samples, performing data transformations, or removing independent variables that have high correlation.

Discussion

This study examines how Consumer Perceived Value impacts satisfaction in shoes, mobile phones, and cars. All hypotheses indicating an influence of quality, emotion, price, and social value

on satisfaction are affirmed. These values exert a significant and robust impact, supported by a substantial R-squared value.

For shoe products, 69.6% of customer satisfaction variation is explained by quality, with a 5% contribution from price, emphasizing the importance of quality and pricing alignment. Additionally, emotional (1.8%) and social values (0.6%) influence satisfaction. In mobile phone products, 60.4% of satisfaction variation is attributed to quality, with an 8.4% impact from price, highlighting the significance of affordability and quality. Emotional (4.3%) and social values (0.9%) also play roles in influencing satisfaction

In car products, quality reigns supreme, accounting for an impressive 79.1% of the variation in consumer satisfaction. Quality encompasses attributes like reliability, safety, and durability. Price (0.5%) has less influence, but still plays a role in consumer satisfaction. In addition, emotional values (5.2%) and social values (2%) also affect car consumer satisfaction. This research revealed that quality is the main factor that affects consumer satisfaction in the three products, while price, emotional, and social value also play an important role in shaping consumer satisfaction.

Managerial Implications

The analysis confirms that all four dimensions of Consumer Perceived Value significantly impact consumer satisfaction. Quality has the greatest influence on satisfaction, therefore, improving product quality is very important. Companies can do this by adding value to products, developing new products, or implementing Total Quality Management (TQM). TQM is an approach that emphasizes quality as a business strategy and engages the entire organization to increase customer satisfaction through continuous improvement of products, services, processes, and the environment.

In addition to quality, companies must also pay attention to consumer price perception. Price perception includes monetary (actual price of the product) and non-monetary (physical costs, efforts to find product information) aspects. Price significantly shapes consumer satisfaction, urging companies to align pricing with product quality. In addition, consumer satisfaction is also influenced by emotional and social values. Companies can attain this by diversifying their product range, emphasizing appealing features, cultivating a robust brand identity, and enhancing product quality, price, emotional value, and social value, thus meeting consumer expectations and fostering satisfaction.

CONCLUSION

This study concludes that consumer perceived value dimensions (quality, emotion, price, and social values) significantly impact satisfaction. Notably, product quality perception holds a substantial influence on satisfaction compared to other value variables. Proven for all three product categories, quality value is first in influencing the level of satisfaction. In addition to quality value, consumer satisfaction is also influenced by product price perception. For the shoe and mobile phone product category, the price value ranks second in influencing consumer satisfaction. In contrast to consumer perception for car products, where price is perceived last, after emotional and social value. This means that, for car products, emotional and social value is more important than price. Meanwhile, the emotional and social value of shoe and mobile phone products affects consumer satisfaction in third and fourth place after quality and price. This suggests that perceptions of social value are less dominant in contributing to satisfaction, but that doesn't mean they aren't important.

Some potential limitations of this study include its focus solely on Bandung residents, which may restrict the generalizability of the findings, the relatively limited sample size of 200 respondents per product category, and the utilization of 'convenience sampling,' which might not be the most rigorous approach. Suggestions for future research could involve broadening the geographical scope to encompass more diverse populations, exploring additional product

categories, and employing more rigorous sampling methods to enhance the validity and robustness of the research outcomes.

The research makes significant contributions by offering a multi-dimensional understanding of 'consumer perceived value,' dissecting it into four key facets: quality, pricing, emotional resonance, and social connections. It goes further by providing product-specific insights, focusing on how these facets influence consumer satisfaction in three categories: shoes, mobile phones, and cars. The robust sample and statistical analysis add empirical weight to the study, making its findings highly actionable.

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