



## Factors influencing customer satisfaction in purchasing consumer goods

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### ARTICLE INFO

#### Article history:

Received Nov 30, 2022

Revised Dec 23 2022

Accepted Des 30, 2022

Brand Image  
Brand Loyalty  
Bbrand Trust  
Consumer Goods  
Customer Satisfaction.

### ABSTRACT

This study aims to investigate what factors can affect customer satisfaction in buying consumer goods. The population in this study were all users of Pepsodent toothpaste. Data were taken from 270 respondents using PLS SEM which helps in analyzing data and testing research hypotheses. The results of this study are perceived quality has a positive effect on customer satisfaction, perceived value of cost has a positive effect on customer satisfaction, brand identification has a positive effect on customer satisfaction, brand trust has a positive effect on customer satisfaction, lifestyle congruence has a positive effect on customer satisfaction, and brand identification has a positive effect. on customer satisfaction, brand awareness has a positive effect on customer satisfaction, customer satisfaction has a positive effect on brand loyalty, customer satisfaction mediates the influence of consumer-based brand equity dimensions, namely perceived quality, perceived value of cost, brand identification, brand trust, lifestyle congruence, brand identification, brand awareness, to brand loyalty.

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## INTRODUCTION

The brand is the front liner of a product, an initial appearance that makes it easier for consumers to recognize the product. In principle, a brand is a seller's or manufacturer's promise that continuously brings a unified set of views, benefits and services to buyers. In this case, the product and the brand are interconnected units. In order to attract the attention of customers, companies must have a good brand image in order to effectively increase user trust and reduce risk (Hu, Ding, Li, Chen, & Yang, 2019). According to the results of psychological research, a good brand image can generate trust among users. Therefore, brand image is a guarantee of products and services, which allows users to clearly define the company's service orientation, helps companies and users build a solid relationship, enhances user recognition and satisfaction, and ultimately influences customer recognition and builds trust. Because customers have confidence in the company to provide the promised product/service. Trust can be formed if the product meets the expectations and needs of customers. Customers who are satisfied and believe that the product will not be easily moved or replaced with another brand (Cuong, 2020). After customers believe in a

company's brand, customers will begin to feel satisfied. This occurs due to the past and present experiences that customers have about the product/service outcome of a brand rather than as a result of a post-purchase evaluative decision in a particular transaction (Dam & Dam, 2020). After the satisfaction experienced by the customer, the customer will automatically be loyal to the brand. Because it has contributed to creating a sustainable competitive advantage for service organizations (El-Adly, 2019). Perceived quality is the most important thing when emotional attachment to generate brand loyalty and trust (Coelho, Rita, & Santos, 2018; Rubio, Villasenor, & Yague, 2017). Brand loyalty reflects how likely a customer will switch to another brand, especially when the brand changes price, quality, quantity and features (Westhuizen, 2018).

This research will discuss what factors can influence customers in buying consumer goods, especially in the use of toothpaste. As it is known that toothpaste is a simple necessity which is a mandatory requirement for every individual. Toothpaste itself has various brands and the advantages and disadvantages of each. However, customers must have a certain brand that they believe in with the value that exists in that brand. Currently there are various brands of toothpaste, one of which is Ciptadent, Pepsodent, Formula, Closeup, Systema, Zact, Sensodyne, Darlie, Enzyme, Colgate, and so on. To find out the toothpaste that is often used by consumers, a survey was conducted where the number of Pepsodent toothpaste users was more than other toothpaste brands. Pepsodent toothpaste is toothpaste from the Unilever company. Pepsodent is the oldest toothpaste in Indonesia. Pepsodent was first launched in England in the 1920s and then spread to its various colonies. Pepsodent entered Indonesia in the 1930s. The Pepsodent brand itself is included in the Top Brand Index where this brand is selected based on the results of voting in the award category (Top Brand Award, n.d.). Based on the results of Table 1. The Top Brand Index experienced problems in 2020 where pepsodent experienced a decrease in the number of customers. In addition, the results of the satisfaction assessment on pepsodent toothpaste did not get a perfect review, based on data from the Pepsodent Home Tester Club, it only received a rating of 4.7 out of a total rating of 5.0.

Based on this, this research can occur, the objectives of this study are: To determine the positive effect of perceived quality on customer satisfaction on Pepsodent brand toothpaste, to determine the positive effect of perceived value of cost on customer satisfaction on Pepsodent brand toothpaste, to determine the positive effect of brand image on customer satisfaction on Pepsodent brand toothpaste, knowing the positive effect of trust on customer satisfaction on Pepsodent brand toothpaste, knowing the positive effect of lifestyle congruence on customer satisfaction on Pepsodent brand toothpaste, knowing the positive effect of brand identification on customer satisfaction on Pepsodent brand toothpaste, knowing positive effect of brand awareness on customer satisfaction on pepsodent brand toothpaste, knowing the positive effect of customer satisfaction on brand loyalty on pepsodent brand toothpaste.

## RESEARCH METHOD

his research uses a descriptive quantitative approach, where the research results are in the form of numerical numbers and this research uses a descriptive research design because it is to find out the value of the independent variable. The object of this research is generation X to generation Z who use pepsodent toothpaste. However, to narrow the scope of the object, research was carried out at the age of 20 - 50 years. This will make it easier to do research. The data analysis model used in this study can be seen in figure 2 below:

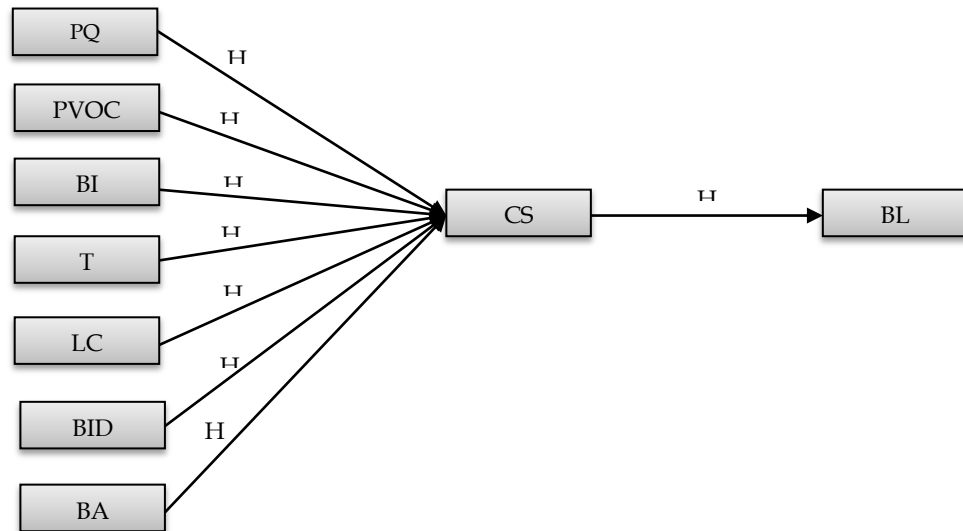


Figure 1: Modification of (Kataria & Saini, 2019)

Data analysis in this study began when researchers distributed questionnaires to find out the response from generation X to generation Z using pepsodent toothpaste. This study uses primary and secondary data techniques. Primary data information was found when distributing questionnaires online via Google Form to students, working people: private employees/state-owned employees and entrepreneurs. Meanwhile secondary data sources were obtained from books and journals.

## RESULTS AND DISCUSSIONS

After the 285 questionnaires that have been distributed, there are 270 questionnaires that are appropriate for use in this study with a response rate of 100%.

Table 1. Profile of Respondents by Gender

Category	Frequency	Percentage (%)
Pria	173	64,07%
Wanita	97	35,93%
Total	270	100%

Respondents in this study were divided into two categories, namely men and women where based on the results it can be seen that the majority who filled out this questionnaire were men.

Table 2. Profile of Respondents by Age

Category	Frequency	Percentage (%)
20 - 25 Tahun	78	28,89%
26 - 30 Tahun	46	17,04%
31 - 35 Tahun	48	17,78%
36 - 40 Tahun	58	21,48%
41 - 45 Tahun	21	7,78%
46 - 50 Tahun	19	7,04%
Total	270	100%

Based on the age category, the respondents in this study were divided into three categories, namely ages between 20-25 years, 26-30 years, 31-35 years, 36-40 years, 41-45 years and 46-50 years. The number of respondents aged 20-25 years in this study was 78 people, the number of respondents aged 26-30 years in this study were 46 people, the number of 31-35 years in this study was 48 people, the number of respondents was 36-40 years in this study were 58 people, the number of respondents 41-45 years in this study were 21 people, the number of respondents 46-50 in this study were 19 people. It can be seen that the majority of those who filled out this questionnaire were aged 20-25 years.

**Table 3.** Profile of Respondents by Occupation

Category	Frequency	Percentage (%)
Pegawai	186	68,89%
Swasta/Pegawai BUMN		
Wiraswasta	45	16,67%
Dosen	1	0,37%
Ibu Rumah Tangga	3	1,11%
Pelajar	35	12,96%
Total	270	100%

It can be seen based on the data above that the majority of those who filled out the questionnaire had jobs as private employees/state-owned employees. Sentosa (2018) argues that the initial stages must be tested first through the level of validity and reliability, the outer model is used to determine and assess the validity and reliability in a model. The outer model in this study that is used to test reliability is composite reliability. Included in the validity test are outer loading for convergent validity, AVE (average variance extracted), and discriminant validity. The convergent validity test used previous research using 270 respondents. Data can be said to be valid if the results obtained in the convergent validity test have an outer loading value that exceeds 0.7 and the average variance extracted (AVE) value is greater than 0.5 (Sentosa 2018, 207). The results can be seen based on table 4.

Variabel	Indicator	Outer Loadings
<i>Perceived Quality</i> (PQ)	PQ1	0,928
	PQ2	0,940
	PQ3	0,925
<i>Perceived Value of Cost</i> (PVOC)	PVOC1	0,898
	PVOC2	0,909
	PVOC3	0,898
<i>Brand Image</i> (BI)	BI1	0,922
	BI2	0,900
	BI3	0,920
<i>Trust</i> (T)	T1	0,892
	T2	0,912
	T3	0,865
<i>Lifestyle Congruence</i> (LC)	LC1	0,957
	LC2	0,971
	LC3	0,969
<i>Brand Identification</i> (BID)	BID1	0,890
	BID2	0,936
	BID3	0,887
<i>Brand Awareness</i> (BA)	BA1	0,942
	BA2	0,946

	BA3	0,938
<i>Customer Satisfaction (CS)</i>	CS1	0,927
	CS2	0,905
	CS3	0,927
<i>Brand Loyalty (BL)</i>	BL1	0,809
	BL2	0,926
	BL3	0,906

Source: Results of data processing with PLS (2022)

Based on the results listed in table 5, all variables produce valid data because the results of outer loading are greater than 0.7. There is a T test where when carrying out the test one must determine the significance of the correlation coefficient between the independent variables and the dependent variable. The minimum T-statistic value in this study was 1.65 with a significance of 0.05. Table 5 below shows the hypothesis testing regarding whether it has a significant effect or not.

**Table 5** Structural Model Test Results

H	Original sample	t-statistics	Result
H <sub>1</sub>	0.234	1.954	Received
H <sub>2</sub>	-0.046	0.945	Rejected
H <sub>3</sub>	0.159	2.107	Received
H <sub>4</sub>	0.532	5.818	Received
H <sub>5</sub>	0.009	0.139	Rejected
H <sub>6</sub>	-0.056	0.897	Rejected
H <sub>7</sub>	0.095	1.920	Received
H <sub>8</sub>	0.850	41.919	Received

Hypothesis 1: Does Perceived Quality have a positive effect on Customer Satisfaction? The influence between the variables Perceived Quality and Customer Satisfaction can be seen from the processing results of hypothesis testing by looking at the value of the t-statistic. The value of the t-statistic for this hypothesis is 1.954 which has a t-statistic value greater than 1.65. This shows that the value is significant so that it has a positive correlation between Perceived Quality and Customer Satisfaction.

Hypothesis 2: Does Perceived Value of Cost have a positive effect on Customer Satisfaction? The influence between the variables Perceived Value of Cost and Customer Satisfaction can be seen from the processing results of hypothesis testing by looking at the value of the t-statistic. The value of the t-statistic for this hypothesis is 0.945 which has a t-statistic value that is smaller than 1.65. This shows that the value is not significant so that it has a negative correlation between Perceived Value of Cost and Customer Satisfaction. In addition, because prices in the toothpaste industry in Indonesia are categorized as low prices, so consumers have no influence on satisfaction with this brand. The results of the hypothesis in this study are not in line with research conducted by Susanti, Sumarwan, Simanjuntak, & Yuzuf (2019) regarding a study of the chemical industry market in Indonesia explaining that the chemical industry does not need to use price penetration strategy to win competition but should prioritize technical and quality solutions.

Then from research on the effects of Brand Identity, Brand Image and Perceived Value on customer satisfaction mediated by Customer Satisfaction conducted by Farizan, Rohman, & Hussein (2019) it is explained that Perceived Value affects Customer Satisfaction. The stronger the value given by the company, the greater the satisfaction created by the customer.

Hypothesis 3: Does Brand Image have a positive effect on Customer Satisfaction? The influence between Brand Image and Customer Satisfaction variables can be seen from the processing results of hypothesis testing by looking at the value of the t-statistic. The value of the t-

statistic for this hypothesis is 2.107 which has a t-statistic value greater than 1.65. This shows that the value is significant so that it has a positive correlation between Brand Image and Customer Satisfaction. There is another research that is in line, namely research conducted by Farizan, Rohman, & Hussein (2018) which shows that brand image can affect customer loyalty, because if the brand image is stronger, the level of customer loyalty will be high because customers are satisfied with a product or service. This is evidenced by fresh juice sales in Bintaro, even though it has many competitors, customers remain loyal to buy this drink because of its image that does not use artificial sweeteners in the minds of consumers.

Hypothesis 4: Does Trust have a positive effect on Customer Satisfaction? The influence between the variables Trust and Customer Satisfaction can be seen from the processing results of hypothesis testing by looking at the t-statistic value. The value of the t-statistic for this hypothesis is 5.818 which has a t-statistic value greater than 1.65. This shows that the value is significant so that it has a positive correlation between Trust and Customer Satisfaction.

Hypothesis 5: Does Lifestyle Congruence have a positive effect on Customer Satisfaction? The influence between the Lifestyle Congruence variable and Customer Satisfaction can be seen from the results of processing the hypothesis test by looking at the t-statistic value. The value of the t-statistic for this hypothesis is 0.139 which has a t-statistic value that is smaller than 1.65. This shows that the value is not significant so it has a negative correlation between Lifestyle Congruence and Customer Satisfaction. The results of this study do not have a positive effect on satisfaction because after all customers feel they do not want to be equated with the Pepsodent brand. Likewise with research from (Laurianto, 2019) lifestyle congruence of customer satisfaction in 300 people in the city of Surabaya. The study explains that this variable has a positive effect because consumers think that drinking coffee or tea is a lifestyle from modern times.

Hypothesis 6: Does Brand Identification have a positive effect on Customer Satisfaction? The influence between Brand Identification and Customer Satisfaction variables can be seen from the processing results of hypothesis testing by looking at the t-statistical value. The value of the t-statistic for this hypothesis is 0.897 which has a t-statistic value that is smaller than 1.65. This shows that the value is not significant so it has a negative correlation between Brand Identification and Customer Satisfaction. The results of this study do not have a positive effect on satisfaction because the Pepsodent brand is included in consumer goods, so it is included in the ordinary category and there is nothing to be proud of. From research on 152 respondents regarding smartphones, it is said that high brand identification can help companies retain customers, as well as if customers are well received by their social group, customers will feel satisfied with the brand (Prameswari & Santosa, 2021).

Hypothesis 7: Does Brand Awareness have a positive effect on Customer Satisfaction? The influence between Brand Awareness and Customer Satisfaction variables can be seen from the processing results of hypothesis testing by looking at the t-statistic value. The value of the t-statistic for this hypothesis is 1.920 which has a t-statistic value greater than 1.65. This shows that the value is significant so that it has a positive correlation between Brand Awareness and Customer Satisfaction. Brand awareness is an important variable that can influence consumer perceptions of a brand (Dabbous and Barakat, 2020).

Hypothesis 8: Does Customer Satisfaction have a positive effect on Brand Loyalty? The influence between the variables Customer Satisfaction and Brand Loyalty can be seen from the processing results of hypothesis testing by looking at the t-statistic value. The value of the t-statistic for this hypothesis is 41.919 which has a t-statistic value greater than 1.65. This shows that the value is significant so that it has a positive correlation between Customer Satisfaction and Brand Loyalty. There is research that is in line, namely satisfied customers will remain loyal than usual. Research conducted by (Khawaja, Ali, & Mostapha, 2021) states that satisfaction with a university is driven by the level of customer satisfaction in general. Student's ability to maintain relationships with their university depending on their view of the benefits of fulfillment and the high quality of

the relationship it provides. Similarly, in research from (Poetry & Halim, 2022) of 100 Lake Tourists 3 Color Ende NTT found that the brand awareness has a positive effect on customer satisfaction. From this study it was proven that the content produced by social media users had a positive impact on the equity of the destination brand. So, it can be concluded that a famous brand can also affect the desire to buy or use or visit a product or service or destination more than once or repeatedly. Brand awareness has an important role in the interest of consumers shopping or visiting.

## CONCLUSION

The purpose of this research is to answer the questions contained in the formulation of the problem that was raised in the previous chapter. The answer to the problem formulation can be answered with the results of data processing and discussion in chapter four. Based on the analysis and discussion, it can be concluded that Perceived Quality has a positive effect on Customer Satisfaction, Perceived Value of Cost has no positive effect on Customer Satisfaction, Brand Image has a positive effect on Customer Satisfaction, Trust has a positive effect on Customer Satisfaction, Lifestyle Congruence has no positive effect on Customers Satisfaction, Brand Identification has no positive effect on Customer Satisfaction, Brand Awareness has no positive effect on Customer Satisfaction, Customer Satisfaction has a positive effect on Brand Loyalty.

The theoretical implication of this research is that this research succeeded in adding to the literature regarding perceived quality, perceived value of cost, brand image, trust, lifestyle congruence, brand identification, brand awareness, customer satisfaction, brand loyalty. Where customer satisfaction has a positive effect on brand loyalty, trust, perceived quality, brand image, brand awareness has a positive effect on customer satisfaction. Meanwhile, lifestyle congruence, perceived value of cost, and brand identification have a negative effect on customer satisfaction.

The managerial implication in this study is that Perceived Quality has a positive influence on satisfaction. This means that when perceived quality increases, satisfaction increases. To increase satisfaction, the company must improve perceived quality. To improve perceived quality, what can be done is to make products consistently, to produce high-quality products, to produce products that have high functionality. Perceived value of cost does not have a positive effect on satisfaction. This means that the perceived value of cost must maintain a consistent price compared to other brand alternatives so that customers remain satisfied. For example, the Pepsodent toothpaste brand. Brand image has a positive influence on satisfaction. This means that when the brand image increases, satisfaction increases. To increase satisfaction, the company must improve brand image. To improve the brand image, things that can be done are to make products that are reliable, make products that are attractive, provide a memorable experience after using the product. Trust has a positive influence on satisfaction. This means that when trust increases, satisfaction increases. To increase satisfaction, the company must increase trust. To increase trust, the thing that can be done is by increasing product trust in customers. Lifestyle congruence does not have a positive effect on satisfaction. This means that lifestyle congruence must maintain Pepsodent toothpaste products by continuing to provide various aroma variants that can meet the needs of its customers. Brand identification does not have a positive effect on satisfaction. This means that brand identification must maintain its product so that consumers remain satisfied. This is done by making consumers feel that Pepsodent toothpaste can help them take care of their dental and oral health easily, which can be felt by consumers when after eating they can clean their teeth with Pepsodent toothpaste and feel bad breath has disappeared. Brand awareness has no positive effect on satisfaction. This means that brand awareness must maintain its products so that customer satisfaction will last. Consumer goods manufacturers can maintain brand awareness in ways such as continuing to make product packaging that is easily recognized by customers, still making products that have certain characteristics that are different from competitors, still making logos that are easily recognized by customers. Customer satisfaction has a positive influence on

satisfaction. This means that when customer satisfaction increases, satisfaction increases. To increase satisfaction, the company must increase customer satisfaction. To increase customer satisfaction, things that can be done are to make products that match customer expectations, make products that match the quality paid by customers, make products that match customer needs.

Limitations and suggestions in this study are: this research is only based on the opinions of generation X and generation Y. It is hoped that in future research the researcher can provide results from the entire generation so as to get a more complete perspective, this research only focuses on perceived quality, perceived value of cost, brand image, lifestyle congruence, brand identification, brand awareness, customer satisfaction, and brand loyalty variables. It is hoped that further research will find other variables that can affect brand loyalty.

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