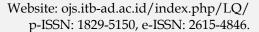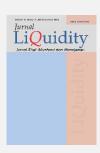# THE EFFECT OF BRAND IMAGE AND PRICE ON CUSTOMER SATISFACTION IN PURCHASING ES KOPI SUSU KELUARGA AT FAMILYMART JAKARTA

Muhammad Sedky¹, Setyo Riyanto² (*)

¹Master of Management Student, Universitas Mercu Buana, Jakarta
²Associate Professor, Universitas Mercu Buana, Jakarta

Abstract

Coffee has become a lifestyle requirement for people in Jakarta. Many new businesses take advantage of this opportunity; one of them is FamilyMart. FamilyMart is a Japanese retail company that also sells food and beverages, one of the popular products is the iced Kopi Kopi Keluarga. The purpose of this research is to analyze and explain the effect of corporate image, store image, product image and price on customer satisfaction in purchasing Es Kopi Susu Keluarga. This research method uses descriptive methods and quantitative approaches using questionnaires as research instruments. The number of samples used was 59 respondents. Conclusion of the results of the analysis of this study found that the variables significantly influence the variable of customer satisfaction.

(*) Korespondensi: setyo.riyanto@mercubuana.ac.id *(Setyo Riyanto)*

INTRODUCTION

Coffee consumption has become a necessity for employees who mostly work in Jakarta as a dish to accompany work time or to relax while resting. The competition for coffee businesses in Jakarta is very large, starting from those who prioritize the quality of taste, the interior of the place, and the price. Many coffee shops have sprung up in Jakarta to reach the workforce segment, so they open their shops in the office area. The need for fast coffee serving due to limited employee time and not being able to wait long becomes an opportunity for Family Mart to be able to compete in the coffee industry in Jakarta.

Family Mart is a Japanese retail company that opens more than 150 branches in several office buildings in Jakarta, in addition to focusing on selling daily goods, Family Mart also sells fast food, so that only needs to be warmed up in the microwave and also drinks such as coffee and green tea with models personal service business, One of the famous and popular menus is Es Kopi Susu Keluarga, a blend of coffee, milk, and palm sugar. The thing that makes it famous and much in demand is the price that is fairly cheap, plus the quality of taste that is not inferior to its competitors in the market.

Brand Image is a collection of associations about a brand that is stored in the minds of consumers. The high brand image of a brand can be useful to more easily get customer loyalty. When a brand has gotten a positive image in the eyes of consumers, then indirectly, consumers will come to the brand and will make repeated transactions. Consumers will also definitely refer the brand to other people. In addition to this, the price must also be a major concern for Family Mart to be able to compete, although it is well known, Family Mart does not set high prices for Es Kopi Susu Keluarga products which are expected to cause customer satisfaction. In this study, the influence of brand image and price on customer satisfaction in purchasing Es Kopi Susu Keluarga at the Family Mart will be analyzed.

METHOD

This type of research conducted in this study uses analytical research (explanatory research). By emphasizing the quantitative approach, this research is to explain the partial and simultaneous influence between Corporate Image (X_1), User Image (X_2), and Product Image (X_3) and Price (X_4), variables on Customer Satisfaction on puscharing Es Kopi Susu Keluarga FamilyMart (Y).

RESULT AND DISCUSSION

After distributing the questionnaire and processing the data obtained using SPSS 23.0 for Windows, the results of data processing and discussion in this study were obtained from distributing questionnaires to 59 FamilyMart Customer in Jakarta as the primary data source. From this, it is also a known description of the characteristics of respondents on research as follows:

Table 1. Description of Research Objective

Description	Type	Amount	Percentage
Gender	Man	25	42,3%
	Woman	34	57,7%
Age	< 25 Years	15	25,4%
	26 - 30 Years	25	42,3%
	> 31 Years	19	32,2%
Buying Intensity	1 time per month	19	32,2%
	2-3 times per month	16	27,1%
	>4 times per month	24	40,6%
Monthly Expense	<Rp. 1.000.000	1	0,01%
	Rp. 1.000.001 – Rp. 2.000.000	8	0,13%
	Rp. 2.000.001 – Rp. 3.000.000	10	16,9%
	>Rp. 3.000.001	42	71,1%

Sumber: data peneliti, 2020

Analysis of Research Results

To test whether the measuring instrument that is used meets the requirements of a suitable measuring instrument, to produce data following what is measured, before analyzing the data based on the results of the data collected, the data is tested through the validity and reliability of the data.

Table 2. Recapitulation of Validity Test on Corporate Image (X_1), Store Image (X_2), Product Image (X_3) and Price (X_4)

Questions	R_{count}	R_{table}	Information
Question 1 (X_1)	0,777	0,278	Valid
Question 2 (X_1)	0,893	0,278	Valid
Question 1 (X_2)	0,890	0,278	Valid
Question 2 (X_2)	0,908	0,278	Valid
Question 1 (X_3)	0,854	0,278	Valid
Question 2 (X_3)	0,928	0,278	Valid
Question 1 (X_4)	0,729	0,278	Valid
Question 2 (X_4)	0,794	0,278	Valid
Question 3 (X_4)	0,785	0,278	Valid

Sumber: data diolah, 2020

The Effect of Brand Image and Price on Customer Satisfaction in Purchasing Es Kopi Susu Keluarga at FamilyMart Jakarta
(Muhammad Sedkya & Setyo Riyanto)

117

Validity testing in this study was done by correlating the scores of each item statement addressed to respondents with a total score for all items. The results of the variable X1 test indicate that all statements for the user corporate image (X_1), store image (X_2), product image (X_3) and price (X_4) are validly used as a measurement of research and can be used for further analysis.

Table 3. Recapitulation of Validity variable of Training Effectiveness (Y)

Questions	R_{count}	r_{Table}	Information
Question 1	0,842	0,278	Valid
Question 2	0,862	0,278	Valid
Question 3	0,835	0,278	Valid
Question 4	0,919	0,278	Valid
Question 5	0,905	0,278	Valid

Source : Data Processing Result 2020

Y Variable Test results show that all statements for the variable customer satisfaction on purchasing Es Kopi Susu tetangga are valid as a measurement of research and can be used for further analysis.

Reliability Test

The questionnaire is said to be reliable if the reliability coefficient is positive and is greater than 0.60. The results of the reliability test based on the alpha Cronbach formula obtained the following results:

Table 4. Reliability Test Results of Research Questionnaire

Variable	Reliability Coefficient	Critical Point	Information
Corporate Imaga (X_1)	0,659	0,6	Reliable
Store Image (X_2)	0,762	0,6	Reliable
Product Image (X_3)	0,723	0,6	Reliable
Price (X_4)	0,644	0,6	Reliable
Customer Satisfaction (Y)	0,736	0,6	Reliable

Source : Data Processing Result 2020

Based on table 4 above, the reliability value of the statement item on the questionnaire for each variable being studied is more significant than 0.60, the reliability value of the corporate image (X_1) is 0.659, store image (X_2) is 0.762, product image (X_3) is 0.723 and price (X_4) is 0.644. The reliability value of the variable customer satisfaction (Y) amounted to 0.736. These results indicate that the statement items on the questionnaire are reliable to measure the variables.

Hypothesis Testing Analysis

Following the formulation of the problem, research objectives, hypotheses, and types of data collected, the analytical method used in this study is multiple linear

regression analysis. Multiple linear regression analysis is used to determine the magnitude of the relationship and influence, which includes: the influence of the user interface, material presentation, and quiz presentation on the effectiveness of customer service training.

Analysis of Multiple Linear Regression Equations

The multiple regression model that will be formed is as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Y	= Customer Satisfaction on purchasing Es Kopi Susu Keluarga
X_1	= Corporate Image
X_2	= Store Image
X_3	= Product Image
X_4	= Price
b_0	= intercept
b_{123}	= Regression Coefficient

By using SPSS, the regression coefficient results are obtained as follows:

Table 5. Regression Coefficient Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,470	1,390		,338	,737
	Corporate Image	,014	,138	,317	,102	,920
	Store Image	,149	,151	,140	,984	,330
	Product Image	,333	,152	,247	2,168	,034
	Price	.634	,133	,569	4,779	,000

a. Dependent Variable: Customer Satisfaction

From Table 5 above, it is known the constant value and the regression coefficient so that it can be formed multiple linear regression equations as follows:

$$Y = 0{,}470 + 0{,}014X_1 + 0{,}149X_2 + 0{,}333X_3 + 0{,}634X_4$$

Partial Hypothesis Testing (t-Test)

By using the SPSS program, the following outputs are obtained:

Tabel 6. Pengujian Hipotesis Parsial

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,470	1,390		0,338	0,737
	Corporate Image	0,140	0,138	0,012	0,102	0,920
	Store Image	0,149	0,151	0,130	0,984	0,330
	Product Image	0,333	0,152	0,247	2,188	0,034
	Price	0,634	0,133	0,569	4,779	0,000

a. Dependent Variable: Effectiveness of Customer Service Training

Hypothesis testing variable X1 (corporate image) is accepted, meaning that the corporate image has a significant effect on the customer satisfaction in purchasing Es Kopi Susu Keluarga. Corporate image is how the public, in this case, the buyer, supplier, consumer, or society as a whole perceives the company. The public obtained the perception from various information provided by the company and translated by the public. Based on data processing, consumer perception of the FamilyMart company, a trusted multinational company that has many branches in the world. In Indonesia alone, there are already 180 branches available. That image makes consumers fasting with FamilyMart's service in presenting coffee as one of the superior products sold.

Hypothesis testing variable X2 (store image) is accepted, meaning that the presentation of material has a significant effect on the effectiveness of customer service training. FamilyMart launches three innovations in technology that all aim to facilitate consumers and the application of cashless in purchasing coffee. The three innovations are called digital services and are claimed to be the first in Asia and even Japan as the

owner of the FamilyMart brand, not yet implementing the system. Ordering kiosk, FamilyMart mobile app, and self-service payment, Ordering kiosk is a food and beverage ordering service through a screen found in FamilyMart outlets. The sophisticated shop is the image that FamilyMart wants to put forward. Another thing that is prepared to meet customer satisfaction is a cashier who specializes in purchasing food and drinks so that the manufacturing process can be faster.

Hypothesis testing variable X_3 (product image) is accepted, meaning that the product image has a significant effect on customer satisfaction in purchasing Es Kopi Susu Keluarga. The product image, which is perceived as superiority ES Kopi Susu Keluarga is a taste that can be compared to coffee shops from luxury shops around Jakarta. The right material composition creates a good perception for consumers.

Hypothesis testing variable X_4 (Price) is accepted, meaning that price has a significant effect on customer satisfaction in purchasing Es Kopi Susu Keluarga. Price is the main advantage of Coffee Family Ice Coffee. Only with Rp. 13,000, consumers can already enjoy the product. Low prices do not reduce the quality of flavors offered.

Simultaneous Hypothesis Testing (F-Test)

By using the SPSS program, the following output is obtained:

Table 7. Simultaneous Hypothesis Testing
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.924	4	22.731	20.843	,000[b]
	Residual	49.076	45	1.091		
	Total	140.000	49			

a. Dependent Variable: Effectiveness of Customer Service Training

b. Predictors: (Constant), Quiz Presentation, User Interface, Material Presentation

Based on Table 7 above, H_5 is accepted, meaning that variable of the corporate image, store image, product image and price together influences customer satisfaction in purchasing Es Kopi Susu Keluarga.

Analysis of the Coefficient of Determination

After knowing the value of R (Correlation) of 0.806, the coefficient of determination can be calculated using the following formula:

Tabel 8. Result of the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,806[a]	,649	,618	1,044

a. Predictors: (Constant), Price, Corporate Image, Store Image, Product Image

$$KD = R^2 \text{ X } 100\%$$

$$= (0,806)^2 \text{ X } 100\%$$

$$= 64,9\%$$

The KD value of 64,9% is obtained, which indicates the meaning that X_1 (Corporate Image), X_2 (Store Image), X_3 (Product Image), X_4 (Price) gives a simultaneous effect of 64,9% on the customer satisfaction in purchasing Es Kopi Susu Keluarga (Y) while the remaining 35,1% is influenced by other factors not examined in this study.

CONCLUSION

There are a positive influence of the corporate image, store image, product image and price on the customer satisfaction in purchasing Es Kopi Susu Keluarga. Brand Image berpengaruh besar terhadap kepuasan pelanggan FamilyMart

REFERENCES

Bilson, Simamora. 2011. Memenangkan Pasar Dengan Pemasaran Efektif Dan Profitabel. Jakarta: PT Gramedia Pustaka Utama.

J. Setiadi, Nugroho, SE., MM., 2003, "Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran". Jakarta: Kencana.

Kotler dan Keller, 2007. Manajemen Pemasaran, Edisi 12, Jilid 1, PT.Indeks, Jakarta.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2009) Marketing Management. Pearson Education Limited, Harlow.

Simamora, Henry. 2006. Manajemen Sumberdaya Manusia. Yogyakarta: Sekolah Tinggi Ilmu Ekonomi YKPN.