

**Analysis of Product Quality, Price Suitability, Product Variation, and Brand Image on Purchase Satisfaction at the ASIKIE BAKERY Bread Factory, Ngronggot District, Nganjuk Regency.**

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Article Information	Abstract (in English)
Submission date	<p><b>Research aim:</b> The aim of this research is to measure or analyze whether there is an influence of product quality, price suitability, product variety and Brand Image simultaneously and partially on purchase satisfaction at the ASIKIE BAKERY bread</p> <p><b>Design/Method/Approach :</b> This research uses a quantitative approach and uses nonprobability sampling techniques. The population in this study are all buyers who have tasted bread from ASIKIE BAKERY and the sample used in this study is 100 respondents who have made purchases at the ASIKIE BAKERY bread factory which will be analyzed using the classic assumption test method, multiple linear regression method , coefficient of determination and test. hypothesis with a tool called SPSSv23. By using this application you will be able to calculate the data in this research.</p> <p><b>Research Findings :</b> The results of this research are that product quality and brand image partially influence purchasing satisfaction at the ASIKIE BAKERY bakery , while price suitability and product variety do not partially influence purchasing satisfaction. However, simultaneously the variables of product quality, price suitability, product variety and brand image have a positive and significant effect on purchase satisfaction.</p> <p><b>Theoretical contribution/Originality:</b> Product quality can increase sales of ASIKIE BAKERY bread in terms of marketing such as brand image seen from the attractive side or not in the bread packaging. Meanwhile, price suitability can be seen in the type of bread, usually standard prices and delicious and attractive bread sell better than bread that is expensive but the product is not good. More product variations are made so that buyers don't get bored with just the same form of bread.</p> <p><b>Practitioner/Policy implications :</b> This research provides practical implications for the ASIKIE BAKERY bakery .</p> <p><b>Research limitations:</b> This research only discusses product</p>
Revised date	
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*quality, price suitability, product variety and brand image as independent variables, while purchase satisfaction is the dependent variable.*

**Keywords:** *product quality, price suitability, product variety, brand image and purchase satisfaction.*

## 1.Introduction

According to Sulistyorini & Rahardjo [1]. Consumer satisfaction is an activity that a person can carry out after making a purchase, while dissatisfaction with a purchase arises from a feeling of desire that does not match the expectations in mind. Therefore, to be successful in controlling the market scope, there are several strategies that must be used, including understanding the needs or desires of buyers who are often called consumers. Because here the key to success in a business is understanding purchasing or consumer satisfaction. Where satisfied customers tend to become loyal customers, provide positive feedback and recommend products or services to others. Dry bread is a type of bread that usually has a dry and crunchy texture. In contrast to wet bread which is always soft and juicy, dry cakes generally have a lower water content, resulting in a smooth surface that can be polished for a longer period of time. Additionally, cookies are sometimes described or presented as being smaller than traditional cookies and are often suitable for use as a snack. This Asikie bread making business uses certain ingredients and sells according to the price of the size or quantity of the bread. Meanwhile, there are many choices of product variations at the bakery factory at ASIKIE BAKERY, there are 2 variations, namely dry bread (such as: Nut Bread and monde) and wet bread (such as: Kitanoan or celebration bread) but here wet bread is only produced on the day of the order because this bread does not last long, unlike dry bread which lasts 5 months. The brand image of the ASIKIE BAKERY bakery is a little unknown in the community because what is better known here is the type of bread, namely Peanut Bread. Therefore, to fight market forces in business companies, creative and flexible strategies are needed in launching or running the company's business. As a result, every dry bread business owner at the ASIKIE BAKERY bakery is looking for ways to improve his business. For this reason, researchers are very enthusiastic about researching the ASIKIE BAKERY bread factory on how buyers can increase consumers who like this dry bread product. The bread factory at ASIKIE BAKERY, which is located in Ngronggot District, Nganjuk Regency, is a bread business that always produces up to 100 pieces of dry bread every day. The start of this business was after the owner of this business returned from migrating to Papua and planned to set up a business, namely Asikie bread. After that, many Nganjuk residents liked this Asikie bread and eventually this Asikie bread spread to the Madiun, Jombang, Kediri, Blitar and Teluagung areas.

According to Santoso [2], Product quality is a statement of the level of ability of a brand or product to carry out its expected function as an ingredient to fulfill basic human needs. With good product quality, it will be able to fulfill consumers' desires and needs for the bread being sold. Improving product quality involves a number of steps and strategies that can be applied in business development, especially for dry bread. ASIKIE BAKERY bread factory aims to improve the quality of its products, namely efficient production processes such as good or high quality raw materials, implementation of efficient and controlled production processes such as dough making, bread molding, ovens, and packaging for dry bread.

According to Kotler, P., & Keller, [3] Price is the amount of currency that will be spent on a product or service, or the amount of value exchanged by the buyer to obtain benefits or

ownership or use of the product or service . The influence of price suitability in the bakery at ASIKIE BAKERY is found in the quantity of bread purchased and the size of the bread. Each bread production has its own measurements in the pan and the same weight. Why does this research affect price suitability? because the bread factory at ASIKIE BAKERY has never measured production on its bread and only thinks about profit from the sale. Even though every day the dry bread is produced, the bakery at ASIKIE BAKERY should calculate the finances in the business from production, employee salaries to sales.

According to Basar [4] , Product variations are products that have several different designs or types in the company. In the bakery at ASIKIE BAKERY, there are 2 types of bread, namely dry bread and wet bread. The dry bread itself is also divided into 2 types, namely monde and bean bread. The monde has the characteristics of being round, bright cat- colored like a pineapple cake. Meanwhile, peanut bread has the characteristics of a white square with chocolate milk spread on top. For wet bread, it depends on the buyer's order. This product variation in wet bread at the bakery at ASIKIE BAKERY is rarely produced because it is not durable. So, Mr. Ducky produces this wet bread according to consumer demand if there is a wedding or other event in another city. With a price of 3 contents, it is sold for Rp . 6,000, 4 Rupiahs sold for Rp . 7,000 Rupiah contains 5 sold for Rp . 8,000 Rupiah and finally the large size containing 6 is sold for Rp . 9,000 Rupiah with size 1 content measuring 6 cm with a thickness of 10 cm. There are several variations of this wet cake, namely chocolate, strawberry, pineapple, cheese and others according to consumer demand. Apart from the variety of flavors in the wet bread, there are also variations in the bread toppings such as sprinkles or cheese.

According to Kotler, P ., & Keller [5] , Brand Image is the perception and belief carried out by the buyer, as reflected in the socialization that occurs in the buyer's memory. As in UD. ASIKIE BAKERY has its brand made from the names of its family members, but when selling, consumers or buyers understand more about the type of product, such as peanut bread, rather than the brand. Based on this, it is necessary to study further about product quality, price suitability and product variations so as not to produce bread that is not according to buyers' wishes, so sales demand will decrease. Brand Image that will be recognized by people in the Nganjuk area so that they don't just know the type of bread at ASIKIE BAKERY .

### **1.1. Statement of Problem**

Regarding the quality of the products at ASIKIE BAKERY, the ingredients for making dry bread and wet bread must use good and quality ingredients because if you don't use quality ingredients, this bread will rot quickly. Price suitability for this bread, the selling value is adjusted to the size of the bread and the number of different breads. It needs to be perceived by consumers so that they get the appropriate price. This product variation is made so that buyers don't get bored with the small variety of bread so buyers can make orders according to the buyer's wishes. Many people don't know the ASIKIE BAKERY product brand, so the brand image is not very good for supporting sales. However, there is the fact that buyers are more familiar with the type of dry bread produced by the ASIKIE BAKERY factory.

### **1.2. Research Objectives**

The purpose of this research is to find out how much influence product quality, price suitability, product variety and brand image have on purchasing satisfaction at the ASIKIE BAKERY bakery .

## **2. Method**

The purpose of this research is to find out how much influence product quality, price suitability, product variety and brand image have on purchasing satisfaction at the ASIKIE BAKERY bakery . According to Roscoe in Sugiyono [6] The sample size is appropriate for

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multivariate analysis (multiple regression or correlation) in this study. So the sample size must be at least 10 times the number of samples of the variable being studied. So, this research uses 5 variables consisting of 4 independent including product quality, price suitability, product variety and brand image and 1 dependent including purchase satisfaction. The sample from this research uses Sugiyono's theory [6] . So the sample is  $20 \times 5$  variables = 100 samples. This research uses the t-test and f-test as follows.

### **3 . Results and Discussion /Results and Discussion**

The analysis technique used in this research is multiple linear analysis, which aims to obtain a comprehensive picture or obtain results that influence or not regarding the independent variables consisting of product quality, price suitability, product variety and brand image on the dependent variable, namely purchase satisfaction with bread. ASIKIE BAKERY using the IMB SPSS for Windows version 23 program application. Therefore, to fulfill the requirements for the assumptions made in the multiple linear regression model, a classical assumption test must be carried out followed by multiple linear regression and the coefficients have been determined as follows:

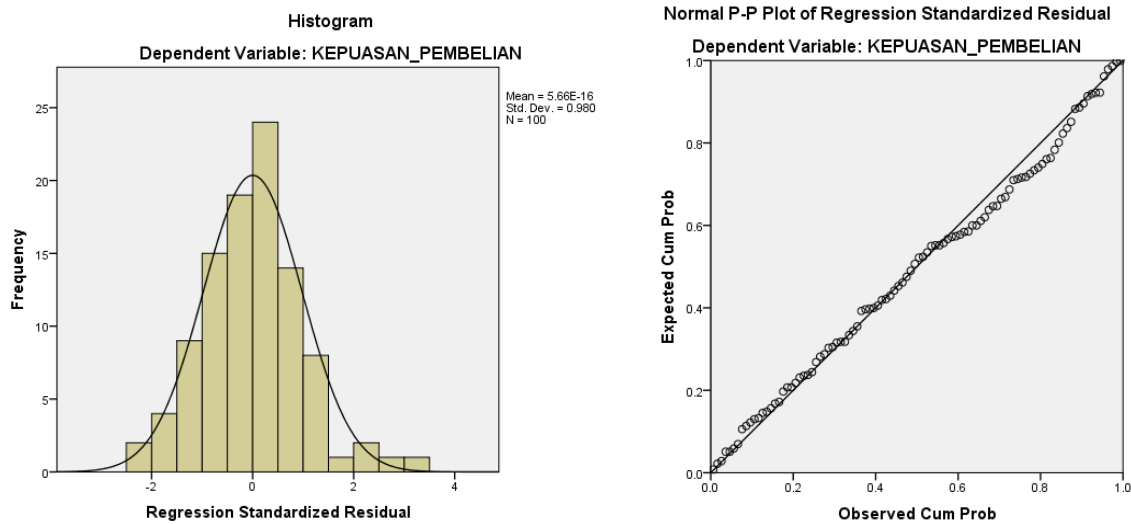
#### **3.1 Classical Assumption Testing**

In this research, to measure the analysis used is multiple linear regression and the research data used is primary data. To fulfill the requirements specified in the use of multiple linear regression models, it is therefore necessary to test classical assumptions.

This research tests whether the dependent variable and independent variable or both have a normal distribution or not. The use of multiple linear regression models is to fulfill the specified requirements. Therefore, it is necessary to test classical assumptions.

Used to find out whether the dependent and independent variables have a normal distribution or not. Analysis of whether data is normally distributed or cannot be displayed in the form of a histogram, normal probability plot, and Kolmogorov-Smirnov plot. If the data is normally distributed then the histogram can be shown in a bell shape. On the other hand, if there are distribution points around the diagonal line and the distribution coincides with the

diagonal direction, then the data can be classified as normal on a normal probability plot.



Source: Primary data processed in 2024

**Figure 1 Normality Test Results**

The results of the normality test as shown in Figure 1 show that the data analyzed is normally distributed. The histogram results show variable data that is shaped like a bell. Meanwhile, the results of the normal probability plot show data points of 100 respondents or points that are close to the diagonal line or spread around the line and follow the arc of the diagonal line.

The purpose of the multicollinearity test is to test whether in the regression model there is a correlation between independent variables and independent variables. A good regression model must guarantee that there is no correlation between independent variables. One method used to detect multicollinearity is to use the variance inflation factor or VIF. The multicollinearity results from the correlation matrix between the independent variables, tolerance values and VIF can be presented in the following table,

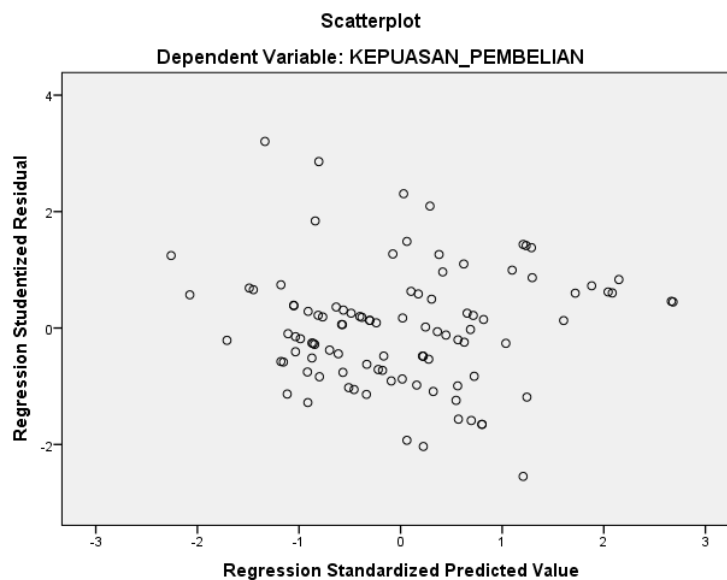
**Table 3. Multicollinearity Test**

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PRODUCT QUALITY	,983	1,017
	PRICE_COMPATIBILITY	,953	1,049
	PRODUCT_VARIATION	,977	1,023
	BRAND_IMAGE	,936	1,069

a. Dependent Variable: PURCHASE\_SATISFACTION

Source: Primary data processed in 2024.

Table 3 depicts the results of the multicollinearity test which shows a tolerance value > 0.10 and a VIF value < 10.00. Therefore, it can be concluded that multicollinearity does not occur. The purpose of this heteroscedasticity test is to find out whether there are variations in residual inequality from one observation to another in this regression model. If the residual variance of a study is the same as another study, it is called homoscedasticity; but if not then it is called heteroscedasticity. A good regression model has homoscedasticity and does not show heteroscedasticity. It can be concluded below, the results of the heteroscedasticity test using scatterplot graphs are shown in Figure 4 as below.



Source: Primary data processed in 2024

**Figure 2. Heteroscedasticity Test Results**

In Figure 2, the scatterplot graph shows that the points are spaced or spread out and do not show a pattern on the graph, if the graph is spread well above or below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model. Therefore, it can be concluded that the regression model does not show heteroscedasticity.

### 3.2 Multiple Linear Regression Analysis

In this research, the results of multiple linear regression analysis at the ASIKIE BAKERY bakery can be seen in table 5.

**Table 5. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4,211	7,008		-.601	,549



PRODUCT QUALITY	.107	.137	.066	.777	.439
PRICE_COMPATIBILITY	.545	.200	.236	2,729	.008
PRODUCT_VARIATION	.875	.147	.509	5,949	.000
BRAND_IMAGE	.032	.115	.024	.275	.784

a. Dependent Variable: PURCHASE\_SATISFACTION

Source: Primary data processed in 2024.

Based on the table above (table 5). So the multiple linear regression equation obtained from the analysis test results is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

$$= (-4.211) + 0.107 + 0.545 + 0.875 + 0.32 + e$$

In this research, if the regression equation has the meaning of a constant = -4.211, this value indicates that if the variables product quality (X1), Price Suitability (X2), Product Variation (X3), and Brand Image (X4) have a value = 0, then Purchase satisfaction (Y) will decrease by (-4.211).

If the product quality coefficient (X1) increases by 1 unit with the assumption that price suitability (X2), product variety (X3) and brand image (X4) remain or do not change, it will increase purchase satisfaction (Y) by 0.107

If the Price Conformity coefficient (X2) increases by 1 unit with the assumption that Product Quality (X1), Product Variety (X3) and Brand Image (X4) remain or do not change, it will increase purchase satisfaction (Y) by 0.545

If the Product Variation coefficient (X3) increases by 1 unit with the assumption that product quality (X1), price suitability (X2) and brand image (X4) remain or do not change, it will increase purchase satisfaction (Y) by 0.875

If the Brand Image coefficient (X4) increases by 1 unit with the assumption that product quality (X1), price suitability (X2), and product variety (X3) remain or do not change, it will increase purchase satisfaction (Y) by 0.32

### 3.3 Determination Coefficient Analysis (Adjusted R2)

The Coefficient of Determination (adjusted R2) in this research is used to determine how limited the model's ability is to account for variations in the dependent variable. The purpose of determination analysis is to determine the percentage contribution of an independent variable to a dependent variable simultaneously.

This coefficient shows the extent to which the percentage of variance of the independent variable, if included or used in the model, can explain the dependent variable. If the Adjusted R2 value = 0 (zero), then the independent variable used in this method does not indicate the existence of an independent variable. If in this study Adjusted R2 = 1, then the independent variable included in the model can fully or 100% represent the dependent variable.

**Table 6. Coefficient of Determination**

Model Summary <sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566 <sup>a</sup>	,320	.602	3.91059

a. Predictors: (Constant), BRAND\_IMAGE, PRODUK\_QUALITY, PRODUK\_VARIATION, PRICE\_COMPATIBILITY

b. Dependent Variable: PURCHASE\_SATISFACTION

Source: Primary data processed in 2024

In this research, in table 6, it can be seen that the Adjusted R2 value is 0.291. It can be concluded that the independent variables product quality, price suitability, product variety and brand image are able to explain the dependent variable (Purchase Satisfaction) by 60.2% and the remaining 39.8% is assumed by other variables not examined in this research .

### 3.4 Hypothesis testing

In this research, testing this hypothesis uses the t-test and F-test, as follows:

Partial test results will use the t-test whose values are compared with a significant 0.05 which we can see in the table below, namely table 7:

**Table 7. T-test (Partial Test)**

Model		t	Sig.
1	(Constant)	-.601	,549
	PRODUCT QUALITY	,777	,439
	PRICE_COMPATIBILITY	2,729	.002
	PRODUCT_VARIATION	5,949	,000
	BRAND_IMAGE	,275	,784

a. Dependent Variable: PURCHASE\_SATISFACTION

Source: Primary data processed in 2024

In table 7 above, the t results show that the significant value of the product quality variable has a value of 0.439 which is greater than 0.05, so H0 is accepted and Ha is rejected. This means that the partial product quality variable does not have a significant effect on purchase satisfaction.

In the calculations in table 7, the significant value of the Price Suitability variable is 0.002, which is smaller than 0.05, so H0 is rejected and Ha is accepted. It was concluded that the price suitability variable partially had a significant effect on purchase satisfaction

In the calculations in table 7, the significant value of the Product Variation variable is 0.000, which is smaller than 0.05, so H0 is rejected and Ha is accepted. It was concluded that the product variety variable partially had a significant effect on purchase satisfaction

In the calculations in table 7, the significant value of the Brand Image variable has a value of 0.784 which is greater than 0.05, so H0 is accepted and Ha is rejected. This means that the Brand Image variable partially has no significant effect on purchase satisfaction.



In this research, at the ASIKIE BAKERY bakery , an F test was carried out which was used to test how the independent variables product quality, price suitability, product variety and brand image were simultaneously (together) influenced by the dependent variable, namely purchase satisfaction . The F-test can be calculated by comparing the results of the probability values. This is the result of simultaneous testing using the F-test; the value will be compared with a significance of 0.05 which we can see in Table 8.

**Table 8. F test (simultaneous test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683,783	4	170,946	11,178	,000 <sup>b</sup>
	Residual	1452.807	95	15,293		
	Total	2136,590	99			

a. Dependent Variable: PURCHASE\_SATISFACTION

b. Predictors: (Constant), BRAND\_IMAGE, PRODUK\_QUALITY, PRODUK\_VARIATION, PRICE\_COMPATIBILITY

Source: Processed Primary Data, 2024

It can be concluded that from the calculations in table 8, a significant value of 0.000 is obtained, which is smaller than 0.05, so the hypothesis H0 is rejected and Ha is accepted. This means that the variables of product quality, price suitability, product variety and brand image simultaneously have a significant effect on the purchase satisfaction variable .

#### 4. Conclusion

Price suitability partially influences purchase satisfaction with a significant value of 0.002, smaller than 0.05. This means that the better the price match at the ASIKIE BAKERY bakery , the greater the purchase satisfaction and selling value. Product variations partially have a significant effect on purchase satisfaction with a significant value of 0.000 which is smaller than 0.05. It can be concluded that the more awareness of product variations at the ASIKIE BAKERY bakery increases, the more influence it will have on purchasing satisfaction. Meanwhile, product quality partially has no effect on purchase satisfaction with a significance value of 0.439 which is greater than 0.05. Brand image has partially no effect on purchase satisfaction with a significance value of 0.784 which is greater than 0.05.

Product quality, price suitability, product variety and brand image simultaneously have a positive and significant effect on purchase satisfaction. In addition, the Adjusted R2 coefficient of determination value of 60.2% shows that repurchase intention can be influenced by the four independent variables of product quality, price suitability, product variety and brand image in this study and the remaining 39.8% is influenced by other factors that were not studied. in this research.

At the ASIKIE BAKERY bakery factory, you should pay attention to product quality which has a regression value of 0.439. It is hoped that you will pay attention to product quality

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including bread ingredients such as flour, butter, nuts and others. Apart from that, it is necessary to pay attention to the brand image with a regression value of 0.784. It is hoped that you will pay attention to the brand image that can be recognized by the public..

The results of this research can be used as a bridge to conduct further research, especially in the same field of study. Future research needs to expand the research variables so as to produce better research. This is proposed because it has been proven that the variables of product quality, price suitability, product variety and brand image have an influence of 60.2% on purchase satisfaction so that other factors such as location, service quality and others also need to be studied because they can involve purchase satisfaction.

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