The Effect of Brand Reputation, Service Quality, and Price Perception on Consumer Satisfaction at The Sutejo Motorcycle Spare Parts Store in Nganjuk

Aldafa Tito Ramanda Putra[1] , Dian Kusumaningtyas [2]

Nusantara University PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

aldafa.tito858@gmail.com

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Abstract

Research aim: The purpose of this study is to analyze the influence of brand reputation, service quality, and price perception on consumer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop.

Design/Method/Approach: This study employed a quantitative approach with a causality method. The sampling technique used mixed sampling with an accidental sampling method, involving 40 active consumers of the Sutejo Motorcycle Spare Parts Store. Data analysis was conducted using classical assumption tests, multiple linear regression, and hypothesis testing (t-test and F-test).

Research Findings: The results of the study indicate that partially, service quality and price perception have a significant positive effect on customer satisfaction, with price perception being the most dominant factor. Conversely, brand reputation has a negative effect when it does not meet consumer expectations. Simultaneously, brand reputation, service quality, and price perception significantly influence customer satisfaction.

Theoretical contribution/Originality: This study integrates brand reputation, service quality, and price perception factors in influencing consumer satisfaction, providing new insights regarding the combination of these variables in the context of spare parts retail in Indonesia.

Practitionel/Policy implications: The research results provide recommendations for Sutejo Motorcycle Spare Parts Store to improve its brand reputation through appropriate branding strategies, improve service quality through staff training, and adjust its pricing strategy to align with consumer value perceptions. These steps can increase customer satisfaction and loyalty.

Research limitations: This study only examined three variables, while other factors such as promotions, customer experience, and product quality could potentially influence consumer satisfaction. Further research could expand the scope of variables for more comprehensive results.

Keywords: Brand reputation, service quality, price perception, consumer satisfaction, spare parts retail.

1. Introduction

Marketing is a series of activities aimed at creating, communicating, and delivering value to consumers [1]. Marketing activities aim to fulfill consumer needs and desires, while building mutually beneficial relationships between companies and consumers. Conceptually, marketing involves market analysis, product development, pricing, distribution, and promotion.

The primary goal of marketing is to meet consumer needs and build mutually beneficial relationships. In an effort to remain competitive, understanding the determinants of customer satisfaction is crucial [2]. In the short term, marketing aims to attract new customers and generate sales. However, in the long term, the focus of marketing is to retain existing customers

by providing a consistently positive experience. To achieve this goal, understanding the concept of customer satisfaction is crucial, as customer satisfaction not only supports short-term marketing success but also forms the basis for building sustainable, long-term relationships.

Consumer satisfaction is a concept that reflects the extent to which consumer needs, desires, and expectations are met by the product or service received [3]. Consumer satisfaction is influenced by various factors, including brand reputation, service quality, and price perception. Brand reputation reflects public perception of a brand's quality and reliability, while service quality encompasses the ability to meet or exceed consumer expectations. On the other hand, perception price related with How consumer evaluate accepted value compared to with price paid.

Brand reputation is the public's perception or view of a brand based on experiences, interactions, and the image formed over time [4]. Brand reputation influences consumer satisfaction, as positive perceptions increase trust and loyalty. When a brand consistently meets expectations, consumer satisfaction grows, while a poor reputation can decrease trust even if the product is of high quality. Brand reputation indicators include good name, reputation compared to competitors, widespread recognition, memorability, and company reliability [5]. Further research is needed to understand how brand reputation indicators, such as good name and reliability, directly influence consumer satisfaction.

In addition, the quality of service provided by a company greatly influences consumer satisfaction [6]. Fast, friendly, and efficient service can provide a positive experience that leads to satisfaction. For example, in the consumer service industry, the ability to provide a quick response and adequate solutions to consumer problems or complaints can greatly increase satisfaction levels. Service quality indicators include tangibles, reliability, responsiveness, and assurance [7]. Further research is needed to explore the influence of each service quality indicator, such as reliability and responsiveness, on consumer satisfaction.

Price is an important factor in determining consumer satisfaction [8]. Consumers tend to feel satisfied if they feel they are getting value for money . If the price of a product is perceived as too high compared to the quality or benefits received, consumers may feel dissatisfied and reluctant to make repeat purchases. Indicators that influence price include affordability, suitability of price to product quality, price to competitiveness, and suitability of price to benefits [9]. Further research is needed to understand the extent to which price factors, such as affordability and suitability of price to quality, influence consumer satisfaction.

Previous research has shown that service quality, brand reputation, and price have a significant influence on consumer satisfaction [10]. And in addition, other research also concluded that service quality, price, and brand reputation have an influence on consumer satisfaction, while simultaneously all three have a strong influence [11].

However, studies on the combined influence of these variables in the spare parts retail industry are still limited. This study aims to fill this gap by analyzing the interaction of these factors at the Sutejo Motorcycle Spare Parts Store in Nganjuk, a small business in Indonesia.

By understanding the factors influencing customer satisfaction, the results of this study are expected to not only provide theoretical contributions to service development to improve customer satisfaction but also provide practical insights for retail businesses. This is crucial to

ensuring that the services provided meet customer needs, enhance customer satisfaction, and support business growth, particularly in the MSME sector.

Based on the phenomena and research gaps that have been presented regarding Brand Reputation, Service Quality, and Price Perception, the author is interested in conducting research with the title: "The Influence of Brand Reputation, Service Quality, and Price Perception on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop".

1.1. Problem Statement
On the background, as follows:
1. Is there a significant influence of brand reputation on the level of consumer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop?
2. Is there a significant influence of service quality on the level of customer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop?
3. Is there a significant influence of price perception on the level of consumer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop?
4. Is there a significant influence of brand reputation, service quality, and price perception together on the level of consumer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop?

1.2. Research Objectives
Based on formulation problem, main objective of this research to the influence of brand reputation, service quality, and price perception on consumer satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop.

2. Method
This study uses a quantitative approach with a causality method to analyze the relationship between independent and dependent variables. The research population is an infinite number of active customers of the Sutejo Nganjuk Motorcycle Spare Parts Shop.

The analysis used is multivariate with correlation or multiple regression, therefore, it requires a sample of at least 10 times the number of variables (4) [12]. The sample of this study amounted to 40 samples. The researcher used the accidental sampling technique, namely a non-probability sampling method in which respondents are selected by chance or because of ease of access, without paying attention to certain characteristics of the population [12].

In this study, researchers used a structured questionnaire using a Likert Scale. Validity and reliability measurements were carried out using SPSS analysis tools. The data analysis technique used multiple linear regression with several stages, namely the classical assumption test (Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Auto Correlation Test), multiple linear regression analysis, calculation of the coefficient of determination R^2, and hypothesis testing which included the t-test to test the influence of independent variables partially and the F-test to test the influence simultaneously.

Validity Test
Validity calculations were performed using the SPSS program. Based on the results of the product-moment-person correlation coefficient calculations using SPSS, the results are listed in Table 1 below:

Table 1 Validity Test of Research Instruments

Variables	Item	r_{count}	r_{table}	Information
Consumer Satisfaction (Y)	1	0.951	0.312	Valid
	2	0.974	0.312	Valid
	3	0.927	0.312	Valid
	4	0.975	0.312	Valid
	5	0.951	0.312	Valid
	6	0.974	0.312	Valid
Brand Reputation (X₁)	1	0.458	0.312	Valid
	2	0.735	0.312	Valid
	3	0.804	0.312	Valid
	4	0.482	0.312	Valid
	5	0.804	0.312	Valid
	6	0.458	0.312	Valid
	7	0.735	0.312	Valid
	8	0.699	0.312	Valid
	9	0.699	0.312	Valid
	10	0.482	0.312	Valid
Service Quality (X₂)	1	0.402	0.312	Valid
	2	0.451	0.312	Valid
	3	0.353	0.312	Valid
	4	0.391	0.312	Valid
	5	0.646	0.312	Valid
	6	0.642	0.312	Valid
	7	0.417	0.312	Valid
	8	0.407	0.312	Valid
	9	0.629	0.312	Valid
	10	0.418	0.312	Valid
Price Perception (X₃)	1	0.875	0.312	Valid
	2	0.964	0.312	Valid
	3	0.933	0.312	Valid
	4	0.950	0.312	Valid
	5	0.981	0.312	Valid
	6	0.891	0.312	Valid
	7	0.910	0.312	Valid
	8	0.928	0.312	Valid

Source: processed primary data.

Table 1 shows that instruments used quite valid. All statement items on the instrument study declared valid because mark r_{count} more big from r_{table} .

Reliability Test

Calculation assisted by the SPSS program. The results of calculation This show rehabilitation instrument research, as shown in table 2 below :

Table 2Reliability of Research Instruments

Variables	Cronbach's Alpha	Information
(Y) Consumer Satisfaction	0.982	Reliability
(X1) Brand Reputation	0.837	Reliability
(X2) Service Quality	0.621	Reliability
(X3) Price Perception	0.977	Reliability

Source: processed primary data.

All variables are considered reliable, because their *Cronbach's Alpha values* are all greater than 0.6, as shown in table 2.

3. Results and Discussion

3.1 Results

Classical Assumption Test

a. Normality Test

Based on the normality test with the SPSS program, the results is as following :
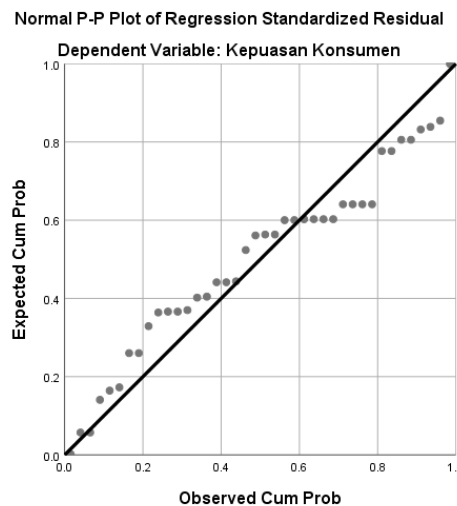

Figure 1Normality Test Results
Source: *Output* SPSS version 25.

From the image above, it can be seen that the points are spread along the diagonal line and are around the diagonal line so it can be concluded that the residuals are normally distributed.

b. Multicollinearity Test

Based on the multicollinearity test with the SPSS program, the results are is as following:

Table 3Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Reputation	,518	1,932
	Quality Service	,509	1,964
	Price Perception	,969	1,032

a.   Dependent Variable: Satisfaction Consumer

Source: SPSS version 25   *output* .

From the table above, it is known that the VIF value of the three variables is less than 10, so there is no relationship between the independent variables or the multicollinearity assumption has been met.

c. Heteroscedasticity Test

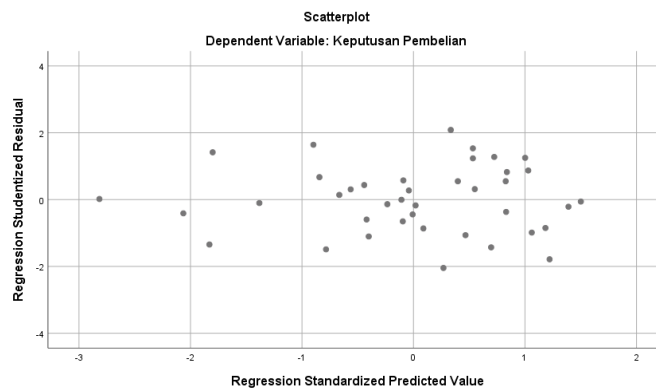Based on the heteroscedasticity test with the SPSS program, the results are is as following :

Figure 2Heteroscedasticity Test
Source: SPSS version 25 *output*

The image above shows that the points are spread randomly without forming a pattern and are above zero and below zero, so the heteroscedasticity assumption has been met.

d. Autocorrelation Test

Based on the autocorrelation test with the SPSS program, the results are is as following:

Table 4Autocorrelation Test

Model	Durbin-Watson
1	2,734

a. Predictors: (Constant), Price Perception , Brand Reputation , Quality Service

b. Dependent Variable: Satisfaction Consumer

Source: SPSS version 25 *output* .

The resulting Durbin-Watson (DW) value is 2.734; dU value = 1.52, so 4-dU = 4 - 1.52 = 2.48.

It can be concluded that the Durbin-Watson (DW) value lies between dU and 4 - dU (i.e., $1.52 \leq 2.734 \leq 2.48$), so that the autocorrelation assumption is met and there is no indication of significant positive or negative autocorrelation.

Multiple Linear Regression Analysis

Based on multiple linear regression analysis with the SPSS program, the results are as follows:

Table 5 Results of Multiple Linear Analysis

		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	-.936	1,352	
	Brand Reputation	.102	.030	.123
	Quality Service	.123	.041	.108
	Price Perception	.750	.020	.980

Coefficients ^a — a. Dependent Variable: Satisfaction Consumer

Source: SPSS version 25 *output* .

Based on the results of the table calculations above, the regression equation is arranged as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$
$$= -0.936 + 0.102X_1 + 0.123X_2 + 0.750X_3$$

It means:
1) $a = -0.936$; meaning that if Brand Reputation (X1), Service Quality (X2), and Price Perception (X3) are assumed to have no influence at all (=0), then Consumer Satisfaction is -0.936.
2) $b1 = 0.102$; meaning that if Brand Reputation (X1) increases by 1 (one) unit, while Service Quality (X2) and Price Perception (X3) remain the same, then Consumer Satisfaction will increase by 0.102 units.
3) $b2 = 0.123$; meaning that if Service Quality (X2) increases by 1 (one) unit, while Brand Reputation (X1) and Price Perception (X3) remain the same, then Consumer Satisfaction will increase by 0.123 units.
4) $b3 = 0.750$; meaning that if Price Perception (X3) increases by 1 (one) unit, while Brand Reputation (X1) and Service Quality (X2) remain the same, then Consumer Satisfaction will increase by 0.750 units.

Coefficient of Determination

To find out how much influence the independent variable has on the dependent variable, the coefficient of determination is used. The coefficient value determination determined with *adjusted* value *R square,* as shown in table 5:

Table 6 Determination Test Results

Model Summary [b]

Model	R	R Square	Adjusted R Square
1	.988 [a]	.976	.974

a. Predictors: (Constant), Price Perception , Brand Reputation , Quality Service

b. Dependent Variable: Satisfaction Consumer

Source: SPSS version 25 *output*

adjusted R square value = 0.974 indicates that the magnitude of the influence of Price Perception (X1), Brand Reputation (X2), and Service Quality (X3) on Consumer Satisfaction (Y) is 97.4%. This means that there is still the influence of other variables amounting to 2.6% that affect Consumer Satisfaction but were not examined in this study.

Hypothesis Testing

a.   t-test (Partial Effect Test)

Based on the t-test with the SPSS program, the results are as follows:

Table 7 t-Test Results

Coefficients [a]

Model	t	Sig.
(Constant)	-.692	.493
Brand Reputation	3,405	.002
Quality Service	2,984	.005
Price Perception	37,207	.000

a. Dependent Variable: Satisfaction Consumer

Source: SPSS version 25 *output*

1)   For Brand Reputation (X1) → The $_{calculated\ t\ value}$ = 3.405 > t $_{table}$ = 2.028 or sig. value = 0.002 < 0.05 → H $_0$ is rejected; meaning that Brand Reputation (X1) partially has a significant effect on Consumer Satisfaction (Y).

2)   For Service Quality (X2) → The $_{calculated\ t\ value}$ = 2.984 > t $_{table}$ = 2.028 or sig. value = 0.005 < 0.05 → H $_0$ is rejected; meaning that Service Quality (X2) partially has a significant effect on Consumer Satisfaction (Y).

3)   For Price Perception (X3) → The $_{calculated\ t\ value}$ = 37.207 > t $_{table}$ = 2.028 or sig. value = 0.000 < 0.05 → H $_0$ is rejected; meaning that Price Perception (X3) partially has a significant effect on Consumer Satisfaction (Y).

b.   F Test (Simultaneous Effect Test)

Based on the F test with the SPSS program, the results are as follows:

Table 8F Test Results

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242,004	3	80,668	484,359	.000 [b]
	Residual	5,996	36	.167		
	Total	248,000	39			

a. Dependent Variable: Satisfaction Consumer

b. Predictors: (Constant), Price Perception , Brand Reputation , Quality Service

Source: SPSS version 25 *output*

$_{calculated}$ F value = 484.359 > F $_{table}$ 2.028 or sig. value = 0.000 <0.05 → H $_0$ is rejected; meaning that together Price Perception (X1), Brand Reputation (X2), and Service Quality (X3) have a significant influence on Consumer Satisfaction (Y).

3.2 Discussion

The results of the tests conducted by the researchers showed that all three variables have a significant influence on consumer satisfaction. The explanation of each variable is as follows:

The partial influence of brand reputation variables on consumer satisfaction at the Sutejo Nganjuk motorcycle spare parts shop

The t-test results show that Brand Reputation has a significant positive influence on Consumer Satisfaction with a $_{calculated}$ t- value = 3.405 and a significance value of 0.002 (<0.05). This shows that increasing Brand Reputation in accordance with consumer expectations can increase Consumer Satisfaction . Therefore, Sutejo Motorcycle Spare Parts Store needs to improve its branding strategy to match consumer expectations. Consumers tend to remain loyal to brands that provide added value and meet their expectations [13]. The results of this study are in line with previous research which states that Brand Reputation has a positive and significant influence on consumer satisfaction [4].

The partial influence of service quality variables on consumer satisfaction at the Sutejo Nganjuk motorcycle spare parts shop

Based on the analysis results, Service Quality has a significant positive influence on Consumer Satisfaction with a $_{calculated\ t\ value\ of}$ = 2,984 and a significance value of 0.005 (<0.05) . This indicates that improvements or enhancements in Service Quality can have a positive impact on the level of Consumer Satisfaction. Improvements can be made through staff training, better time management, and friendly communication with consumers. Providing training to personnel (employees) so that they have skills when dealing with customers improves the quality of service to consumers [14]. The results of this study are in line with previous research which states that Service Quality has a positive and significant effect on consumer satisfaction [15].

The partial influence of the price perception variable on consumer satisfaction at the Sutejo Nganjuk motorcycle spare parts shop

The results of the t-test show that Price Perception has the most dominant positive influence on Consumer Satisfaction with a $_{\text{calculated t-value of}}$ = 37,207 and a significance value of 0.000 (<0.05). This indicates that prices that consumers perceive as appropriate to product quality will significantly increase Consumer Satisfaction . Consumers consider prices at the Sutejo Motorcycle Spare Parts Store to be reasonable, competitive, and appropriate to product quality. Price transparency also increases their trust in the store. Therefore, stores need to ensure that pricing strategies are in line with consumer perceptions of the value of the products offered. Because price theory is related to the sum of all values that consumers exchange for the amount of benefits by owning or using a good or service [16]. The results of this study support previous research which states that Price Perception has a positive and significant effect on consumer satisfaction [17] .

The Influence of Brand Reputation, Service Quality, and Price Perception Variables Partially on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop

The F test shows that the three variables together have a significant influence on Consumer Satisfaction with a $_{\text{calculated F value.}}$ = 484,359 and a significance value of 0.000 (<0.05). This shows that Brand Reputation, Service Quality, and Price Perception are important factors that influence Consumer Satisfaction. Consumers of Sutejo Nganjuk Motorcycle Spare Parts Shop tend to choose this spare parts shop because of the good reputation that has been built through consistent service and complete product availability. In addition, competitive prices are the main reasons consumers remain loyal. Staff friendliness and speed of service are added values that make consumers feel comfortable. A management strategy that integrates these three variables harmoniously will have a large positive impact on increasing consumer satisfaction. The better the quality of service, the more affordable and appropriate the price offered, and the more positive the brand image in the eyes of consumers, the higher the level of customer satisfaction [18].

4. Conclusion

This research essentially focuses on marketing issues, specifically to determine the extent of influence of Brand Reputation, Service Quality, and Price Perception variables, both partially and simultaneously, on Consumer Satisfaction at the Sutejo Motorcycle Spare Parts Store in Nganjuk. Based on the results of the research and data analysis that have been conducted, it can be concluded that:

a. There is a significant partial influence of Brand Reputation on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop, although the influence is negative.
b. There is a significant partial influence of Service Quality on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop with a positive influence.
c. There is a significant partial influence of Price Perception on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop with a positive and most dominant influence.

d. There is a significant influence of Brand Reputation, Service Quality, and Price Perception simultaneously on Consumer Satisfaction at the Sutejo Nganjuk Motorcycle Spare Parts Shop.

For Sutejo Motorcycle Spare Parts Store in Nganjuk, focusing on improving brand reputation, enhancing service quality, and adapting pricing strategies to consumer needs and perceptions is essential to increasing customer satisfaction. This strategy can be integrated with customer loyalty programs, service innovations, and effective marketing communications to strengthen customer relationships.

For future researchers, since this study identified other variables potentially influencing consumer satisfaction that were not discussed, this could serve as a basis for further research. Future research could consider other variables such as promotions, customer experience, or product quality to obtain more comprehensive results relevant to market dynamics.

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