

The Influence of Brand Image and Product Quality on Customer Satisfaction at Dinoyo Ceramics, Malang City

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INDEXING	ABSTRACT
Keywords: Keyword 1; Brand Image Keyword 2; Product Quality Keyword 3; Customer Satisfaction Keyword 4; Ceramics Keyword 5; Business Competitiveness	The objectives of this research are 1) To find out the influence of brand image on customer satisfaction with Dinoyo Ceramic products in Malang City. 2) To determine the effect of product quality on customer satisfaction with Dinoyo Ceramic products in Malang City. 3) To determine the effect of brand image and product quality simultaneously on customer satisfaction of Dinoyo Ceramics products in Malang City. The type of research used was quantitative research with a sample of 67 people. The research methods used were multiple linear regression analysis and classical assumption testing. The findings of this study indicate that Brand Image and Product Quality has a significant role in customer satisfaction at Dinoyo Ceramics, Malang City. By increasing customer satisfaction, the opportunity to increase loyalty and business competitiveness will also increase.

INTRODUCTION

Ceramic art is a branch of fine art that has developed over centuries. Initially, ceramics were known as functional objects such as storage containers and tableware. However, over time, ceramics have transformed into works of art with high aesthetic value. (Futy et al., n.d.). The obstacle in making ceramic crafts is the lack of innovation and creativity from some business actors, resulting in very tight competition.

Eti, Gunawan, and Nugroho et al. (2019) stated that increasing sales volume is achieved through the implementation of appropriate marketing strategies, particularly by optimizing the marketing mix (product, price, promotion, and distribution). Consistent product quality, affordability, and the use of promotions, both direct and through simple media, are key factors driving increased sales volume. This strategy can increase product competitiveness and expand market reach, thus positively impacting sales growth.

According to (Fifi Aley Da et al., 2024), a brand is a name, term, sign, symbol, or design, or a combination of these, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition. Moko (2021:121) states that product quality is an inherent characteristic that distinguishes the degree or level of excellence of a product. This includes features such as durability, accuracy, reliability, ease of use and maintenance, and many other important characteristics.

Various previous studies have shown that brand image and product quality is the level of feeling at which a person expresses the results of comparing the performance of a

product or service received with what was expected. Satisfaction is a function of the difference between performance and expectations (Suryani & Rosalina, n.d.). Product quality has a significant relationship to customer satisfaction. However, research in the context of traditional craft businesses such as Dinoyo Ceramics is still relatively limited. In addition, the diverse characteristics of ceramic center customers, ranging from tourists, retailers, to buyers for personal needs, make this research important to provide a more specific empirical picture. Thus, research on the influence brand image and product quality on customer satisfaction at Dinoyo Ceramics, Malang City needs to be done to contribute to the development of data-based marketing strategies and strengthening the competitiveness of the local craft industry.

LITERATURE REVIEW

Brand Image

According to (Kusuma, 2020) a brand is a name, term, design, symbol or anything that functions as a tool to identify a product, whether it is goods or services, and something that differentiates one seller from another. Brand image is the perception formed in the minds of consumers about a brand, which is built from experiences, communications, and the brand's attributes (Bahroni & Manggala, 2023). According to Keller, brand image is a brand that is closely related to the level of brand socialization in the target market related to the product offered. In a highly competitive market, brand image helps brands to stand out and be easily remembered by consumers (Syifa & Ahmadi, 2024).

Brand image not only about brand recognition, but also includes the impressions, feelings, beliefs, or knowledge that consumers have of a particular brand or product (Syifa & Ahmadi, 2024b). The theory study describes the theories used to support the research and to formulate hypotheses and research models.

Product Quality

The capacity of a product to perform its intended function as well as possible is referred to as product quality. This includes features such as durability, accuracy, reliability, ease of use and maintenance, and many other important characteristics. Product quality is the ability of a product to meet consumer expectations and demands by referring to established quality standards (LauraS & Natalia Siringo Ringo, 2017).

Customer Satisfaction

Customer satisfaction is the level of feeling a person feels when comparing the performance of a product or service received with their expectations (Lupiyoadi, 2018). Satisfaction is a function of the difference between performance and expectations (Lina, 2022). In general, satisfaction is a feeling of pleasure or disappointment that arises from comparing a product's perceived performance with their expectations. Satisfaction stems from comparing the product or service performance perceived by the customer with their expectations (Jufrizen et al., 2020). From the understanding of several experts above, it can be concluded that customer satisfaction is a feeling of happiness and/or disappointment from customers by comparing what they feel with their expectations (Nasution & Sari, 2024).

RESEARCH METHOD

The type of research used in this study is quantitative research with a causal associative approach. Sugiono defines quantitative methods as experimental and survey research methods.

This research was conducted in Kampung Keramik, Jalan MT. Haryono, Gang 11, No. 342, Dinoyo, Lowokwaru District, Malang City, East Java. The research lasted for one month.

Primary data is firsthand information collected directly from the source. Primary data is the most authentic and has not undergone any statistical processing. Secondary data is data obtained indirectly from the research object. Secondary data is obtained from an internet site or from a reference source similar to the one being researched by the author (Sari and Zefri, 2019).

The population in this study is all customers who have purchased Dinoyo Ceramic products. In this study, the population used is all Dinoyo Ceramic customers who have made purchases at Dinoyo Ceramics in Malang City. The population or target number in this study is 200 customers from 3 stores: Dinoyo Ceramic Store with 69 people, Rich Souvenir Store with 47 people, and Denis Store with 84 people.

According to (Kurnia Saputr, 2021) a sample is part of the number and characteristics possessed by the population.

To determine the sample size, the researcher used the Slovin formula with a population size (N) of 200 and an error rate of $\epsilon = 10\%$ or 0.1. The calculation is as follows:

$$n = \frac{N}{1 + N (\epsilon)^2}$$

Thus, based on the calculation results using the Slovin formula, the number of samples used in this study was 67 customers of Dinoyo Ceramics in Malang City.

The data analysis techniques and data analysis methods used are validity tests, reliability tests, descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, hypothesis tests and coefficient of determination (r^2) tests.

RESULT AND DISCUSSION

Result

Based on the results of instrument testing carried out by researchers using the SPSS application, the following data can be obtained.

Validity Test

Table 1 Validity Test

Item	r Count	r Table	Information
X1.1	0,785	0,240	Valid
X1.2	0,754	0,240	Valid
X1.3	0,762	0,240	Valid
X1.4	0,714	0,240	Valid
X1.5	0,718	0,240	Valid
X1.6	0,778	0,240	Valid
X2.1	0,661	0,240	Valid

Item	r Count	r Table	Information
X2.2	0,519	0,240	Valid
X2.3	0,510	0,240	Valid
X2.4	0,316	0,240	Valid
X2.5	0,596	0,240	Valid
X2.6	0,716	0,240	Valid
X2.7	0,286	0,240	Valid
X2.8	0,677	0,240	Valid
Y.1	0,815	0,240	Valid
Y.2	0,808	0,240	Valid
Y.3	0,759	0,240	Valid
Y.4	0,645	0,240	Valid
Y.5	0,747	0,240	Valid
Y.6	0,800	0,240	Valid
Y.7	0,811	0,240	Valid
Y.8	0,830	0,240	Valid

Source: primary data processed 2026

Based on table 4.4 above, it shows that each statement item from the variable Brand Image (X1) Product Quality (X2) and Customer Satisfaction (Y) can be explained by the calculated r value > r table based on the 5% validity test ($p \text{ value} < 0.05$). This means that the items above are valid.

Reliability Test

Table 2 Reliability Test

Variables	Cronbach's Alpha	Limit Value	N of Items	Information
Brand Image	0,838	>0,60	6	Reliable
Product Quality	0,638	>0,60	8	Reliable
Customer Satisfaction	0,903	>0,60	8	Reliable

Source: primary data processed 2026

The results of the reliability test in the table show that all research variables have a value Cronbach's Alpha above the minimum limit of 0.60, so that the instrument used can be declared reliable. The variable Brand Image obtained a value of 0.838 and Customer Satisfaction reached 0.903, both of which fall into the high reliability category. This means that the questionnaire items used to measure these two variables are consistent and can be trusted to describe actual conditions.

Classical Assumption Test

A. Normality Test

Table 3 Normality Test (Kolmogorof Smirnov Test)

Unstandardized Residual		
N		67
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.94822390
Most Extreme Differences	Absolute	.118
	Positive	.081
	Negative	-.118
Test Statistic		.118

Source: primary data processed in 2026

Based on Table 4.6, it shows the results of the normality test using Kolmogorov Smirnov Test to the residual data of the study. Of the 67 samples, the mean residual value was 0.0000000 with a standard deviation of 1.94822390. The largest difference between the data distribution and the normal distribution was recorded in the value Most Extreme Differences of 0.118, and the value Test Statistic also 0.118 so that a significant value of $0.022 > 0.05$ is obtained, thus it can be concluded that the data used is normally distributed.

B. Multicollinearity Test

Table 4 Multicollinearity Test

Variables	Tolerance	VIF Value	Information
Brand Image (X1)	0,607	1.647	Non-Multicollinearity
Product Quality (X2)	0,607	1.647	Non-Multicollinearity

Source: primary data processed in 2026

Based on table 4.7, it shows that the independent variable Brand Image (X1) and Product Quality (X2) have a tolerance value (tolerance) as big as $0,607 > 0.10$ and the VIF value is $1.647 < 10.00$ so it can be concluded that the variable Brand Image (X1) and Product Quality (X2) do not show symptoms of multicollinearity.

C. Heteroscedasticity Test

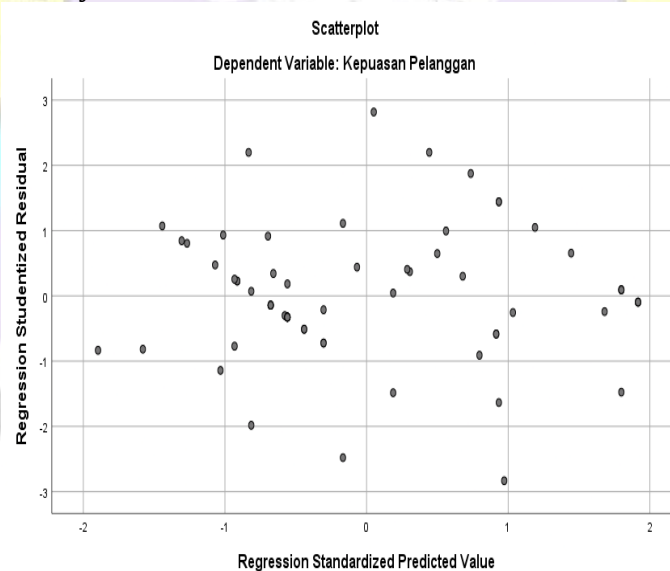


Figure 1 Heteroscedasticity Test

Source: primary data processed in 2026

The image above is the result of the heteroscedasticity test using the method scatterplot with the dependent variable Customer Satisfaction. The graph shows the relationship between Regression Standardized Predicted Value (X axis) and Regression Studentized Residual (Y-axis). The data points are randomly distributed above and below the zero line without forming a particular pattern such as a wave or funnel.

Analysis Multiple Linear Regression

Table 5 Multiple Linear Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients	Information
	B	Std. Error	Beta	
(Constant)	2.470	2.570		
Brand Image	.777	.117	.575	Positive
Product Quality	.360	.088	.353	Positive

Source: primary data processed in 2026

Based on table 4.8 above, the following regression equation model is obtained.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 2.470 + 0.777 + 0.360$$

Hypothesis Testing (Partial t-Test)

Table 6 Partial t-Test Results

Variables	t _{count}	t _{table}	Sig t
Brand Image (X1)	6.652	1,997	0,000
Product Quality (X2)	4.088	1,997	0,000

Source: primary data processed in 2026

Based on Table 4.9 partial t-test results, the variable Brand Image(X1) has a calculated t value of $6.652 > 1.997$ (t table) with a significance value of $0.000 < 0.05$. Furthermore, the Product Quality variable (X2) has a calculated t value of $4.088 > 1.997$ (t table) with a significance value of $0.000 < 0.05$, so that Brand Image and Product Quality have a positive and significant effect on the dependent variable. Thus, both variables are partially proven to have a significant influence in this study.

Analysis Coefficient of Determination (R²)

Table 7 Test of the Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,842 ^a	0,710	0,701	1.97843

Source: primary data processed in 2026

Based on Table 4.10 of the Determination Coefficient Test (R²), the value obtained is R Square of 0.710 or 71.0%. This indicates that the independent variables in the study were able to explain 71.0% of the influence on the dependent variable, while the remaining 29.0% was influenced by factors outside the study.

Discussion

Brand Image

Based on the results of the research that has been carried out, it is known that Brand Image has a positive and significant effect on Customer Satisfaction at Dinoyo Ceramics,

Malang City. The results show that the better the brand image of Dinoyo Ceramics, the higher the level of customer satisfaction. Thus, the hypothesis stating that Brand Image has a positive and significant effect on Customer Satisfaction can be accepted.

The results of this study indicate that customers have a positive perception of the Dinoyo Ceramics brand image. Dinoyo Ceramics is known as one of the centers of typical ceramic crafts in Malang City, boasting artistic value, unique designs, and product quality that is well-known among the public and tourists. A positive brand image gives customers a sense of trust in the products they purchase, ensuring that the products are of good quality and capable of meeting their expectations.

Product Quality

Based on the results of the research that has been carried out, it is known that Product Quality has a positive and significant effect on Customer Satisfaction at Dinoyo Ceramics in Malang City. This indicates that the better the product quality provided to customers, the higher the level of satisfaction felt. Thus, the hypothesis stating that Product Quality has a positive and significant effect on Customer Satisfaction can be accepted. In this study, customers assessed that Dinoyo Ceramics products have attractive designs, good material quality, and unique artistic value so that they are able to provide satisfaction after purchase.

The results of this study align with the theory that product quality is a product's ability to meet customer needs and expectations. High-quality products will deliver benefits that meet customer expectations, increasing customer satisfaction and encouraging repeat purchases.

Based on the research results, Brand Image and Product Quality together have a strong influence on Customer Satisfaction at Dinoyo Ceramics in Malang City. This indicates that customer satisfaction is influenced not only by the quality of the product received, but also by the brand image attached to the product. Customers tend to feel more satisfied when they receive a quality product from a reputable brand. A positive brand image will increase customer trust, while good product quality will meet customer expectations regarding the product's benefits, functions, and value. The combination of these two factors forms the basis for customer satisfaction. The results of this study align with the theory that states that brand image and product quality are important factors that influence customer satisfaction.

Thus, the results of this study show that Brand Image and Product Quality has a significant role in customer satisfaction at Dinoyo Ceramics, Malang City. By increasing customer satisfaction, the opportunity to increase loyalty and business competitiveness will also increase. This research is in line with previous research by Setyanie et al. (2025) which stated that Brand Image and Product Quality has a positive and significant effect on Customer Satisfaction.

CONCLUSION AND SUGGESTION

Conclusion

Based on the research results and discussion in the previous chapter, the following conclusions can be drawn:

1. Variables Brand Image has a positive and significant effect on Customer Satisfaction at Dinoyo Ceramics, Malang City. This is evidenced by the results of

the partial t-test, which shows a calculated t-value greater than the t-table and a significance value less than 0.05. Thus, the better the brand image of Dinoyo Ceramics, the higher customer satisfaction will be.

2. Product Quality also has a positive and significant impact on customer satisfaction. Good product quality, such as attractive design, high-quality materials, and durability, can contribute to customer satisfaction. This indicates that customers consider product quality when determining their level of satisfaction with Dinoyo Ceramics products from Malang City.
3. Simultaneously, Brand Image and Product Quality have a strong influence on Customer Satisfaction. The coefficient of determination results show that both variables are able to explain the influence on customer satisfaction by 71%, while the remainder is influenced by other factors outside the study.

Thus, Brand Image and Product Quality are important factors in increasing Customer Satisfaction at Dinoyo Ceramics, Malang City.

Suggestion

Based on the results of the research that has been conducted, the researcher provides several suggestions that are expected to be useful for Dinoyo Ceramics, Malang City and future researchers.

1. For Dinoyo Ceramics business actors in Malang City, it is recommended to continue to maintain and improve Brand Image through wider promotion, utilization of social media, product design innovation, and maintaining the characteristics of local ceramics so that they are better known by the public and tourists. Brand image Good service will increase customer trust so that it can create long-term customer loyalty.
2. Businesses are also expected to continuously improve product quality, including raw materials, design, durability, and finishing, to meet customer expectations. Good product quality will satisfy customers and increase repeat purchases of Dinoyo Ceramics.
3. For future researchers, it is recommended to add other variables that can influence customer satisfaction, such as price, promotion, service quality, and customer loyalty, to broaden and deepen the research results. Furthermore, future researchers can use a larger sample size and different research locations to obtain more diverse and accurate results.

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