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Submission date: 11-Apr-2023 10:00PM (UTC-0400)

Submission ID: 2062111245

File name: Artikel_Abizar,_Senguruh.pdf (291.04K)

Word count: 4263

Character count: 21914

The Influence of Product Design and Brand Image Toward Z Generation Consumer Satisfaction at “Cotton on” Tunjungan Plaza Surabaya

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Abstract

The objectives of this study are: 1) To determine whether the product design partially influences the Z generation of customer satisfaction at the Cotton on Tunjungan Plaza Surabaya store. 2) To find out whether the brand image partially has a significant effect on generation Z consumer satisfaction at Cotton on Tunjungan Plaza Surabaya. 3) To find out whether Product Design and Brand Image simultaneously have a big influence on generation Z Customer Satisfaction at Cotton on Tunjungan Plaza Surabaya Store. The population in this study were Generation Z Consumers at Cotton on Tunjungan Plaza Surabaya Store. The sample in this study were 100 respondents. This data collection technique uses a questionnaire that has been tested for validity and reliability. This data analysis technique uses multiple linear regression. The results in this study: 1) Product Design (X1) has a partial effect on Customer Satisfaction, $t_{count} 5,655 > T_{table} 1,966$ with a significance of $0,000 > 0,05$, which means that Product Design affects generation Z Consumer Satisfaction at Cotton on Tunjungan Plaza Surabaya Store. 2) Brand Image (X2) has no partial effect on Customer Satisfaction, $t_{count} 8,477 > T_{table} 1,966$ with a significance of $0,000 < 0,05$, which means that Brand Image affects generation Z Consumer Satisfaction at Cotton on Tunjungan Plaza Surabaya Store. 3) Customer Satisfaction (Y) has a simultaneous effect on Product Design (X1) and Brand Image (X2), where the value of $f_{count} = 114,499 > F_{table} 3,94$ with a significance of $0,000 < 0,05$, which means that it is simultaneously significant to Generation Z Consumer Satisfaction at Cotton on Tunjungan Plaza Surabaya Store.

Keywords:

Brand Image, Customer Satisfaction, Product Design

1. Introduction

The development of an increasingly modern era has had an impact on human life, especially in the field of fashion, now fashion is an inseparable part of everyday appearance and style. Where at this time the fashion used by the people of Indonesia, especially in generation Z (people born in 1995 - 2010) is also influenced by the fashion culture from abroad. Seeing the current phenomenon, intense competition has occurred so that producers are competing to create products that are superior to competitors to show quality as well as to satisfy consumers. In Indonesia, many fashion companies compete to show the quality of their respective products to consumers. Especially many foreign companies in Indonesia such as Pull & Bear, Cotton On, Manggo, Stradivarius, and H&M have responded well in the fashion sector. This is a concept in marketing, one way to achieve company goals is to know what consumers need and want.

Cotton On is one of the largest global companies in Australia which is well known for its fashion clothing founded in 1991, with the first store opening in Geelong, Australia, until 2013, the Cotton On chain has more than 1000 stores employing around 17,000 people worldwide, one of them is the Cotton On Store in Indonesia, located at Tunjungan Plaza Surabaya. Cotton On has a wide range of quality clothing and accessories for men, women and children at relatively affordable prices in accordance with the choice and quality of the products being marketed. Cotton On brand products have their own characteristics compared to other competitors, what makes this product different from the others is a motif that has a unique and simple design, Cotton On also has various kinds of clothing collections, from those that can be used for everyday life and there are also collections of clothes that can be used when attending formal events.

1.1. Literature Review

(Abdurahman et al., 2019) entitled The Effect of Product Design and Product Quality on Customer Loyalty with Satisfaction as an Intervening Variable of Hp Oppo Users (Case Study at Miftahul Huda Islamic Boarding School Kepanjen-Malang). This study aims to determine product design and product quality that affect customer satisfaction. This study took a sample of 94 respondents. This research data collection using

a questionnaire. This research uses multiple linear regression method. The results of this research can be concluded that a product that has an attractive design and good quality can make consumers feel satisfied, so that consumers will be loyal.

(Dewi, 2020) entitled The Effect of Product Design, Price and Product Quality on Customer Loyalty. This study aims to determine the effect of product design and product quality on customer loyalty of specs brand shoes in Tarik District. This study took a sample of 68 respondents. This research data collection using a questionnaire. This research uses multiple linear regression method. The results of this study can be concluded that simultaneously product design, price and product quality have a positive and significant effect. While the coefficient of determination is obtained with a value of 0.785, so it can be said that product design, price and product quality contribute 78.5% to customer loyalty. While the remaining 21.5% was obtained from the contribution of other variables that were not included by the researcher.

(Cahyani & Sitohang, 2016) entitled The Effect of Service Quality and Price on Customer Satisfaction. This study aims to partially examine the effect of product quality, service quality, and price on customer satisfaction at the Ikan Bakar Cianjur Manyar Branch Surabaya. This study took a sample of 100 respondents. This data collection uses a questionnaire. This research uses multiple linear regression method. The results of the t-test research indicate that the variable product quality, service quality, and price have a significant and positive effect on customer satisfaction, and the product quality variable is the variable that has a dominant effect on customer satisfaction.

(Ansah, 2017) entitled The Influence of Product Design, Promotion, and Brand Image on Purchasing Decisions. This study aims to analyze the influence of Product Design, Promotion and Brand Image jointly and partially on Purchasing Decisions of Nike Original Shoes at Sport Station Solo. This study took a sample of 100 respondents. This research data collection using the questionnaire method. This study uses multiple linear regression test methods. The results of this study using the SPSS program that can be obtained for R2 of 25.4%. This means that together there is an effect of Product Design (X1), Promotion (X2) and Brand Image (X3) on Purchasing Decisions (Y), while the remaining 74.6% can be explained by other variables outside the model in this study.

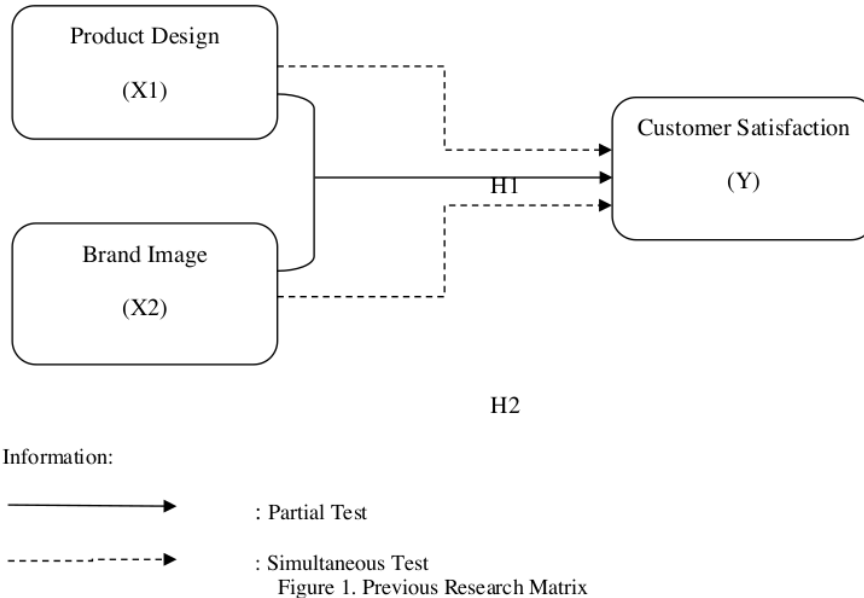
(Mukarromah & Rofiah, 2019) entitled The Influence of Brand Image, Product Design and Product Quality on Purchasing Decisions of Bata Brand Shoes. This study aims to determine the extent of the influence of product design brand image and product quality on purchasing decisions for Bata shoes products at the BATA Shoe Store Ruko Citra Niaga Jombang. This study took a sample of 100 people. This research data collection using the questionnaire method. This study uses multiple linear regression analysis methods and to test the proposed hypothesis using the T-test. The results of this study indicate that an increase in purchasing decisions can be caused by: 1) a good brand image, including comfort when used, a luxurious impression, a good model. variety and varied colors; 2) Product design includes luxurious, strong and durable designs as well as very varied choices and 3) Product quality includes product features and designs.

Table 1. Previous Research Matrix

No.	Article Title and Journal Source, Year	Research purposes	Research purposes	Samples, data collection, and analysis methods	Research result
1.	The Influence of Brand Image, Product Design and Product Quality on Purchasing Decisions of Bata Brand Shoes Source: Dewantara Business and Management Research Journal Vol 2 No 1, June 2019	The purpose of this study is to determine the extent to which the influence of product design brand image and product quality on the purchase decision of Bata Shoe products at the BATA Shoe Store Ruko Citra Niaga Jombang.	Brand image (X1) Product design (X2) Customer satisfaction (Y)	Sampling as many as 100 people. Using questionnaire data. Method of analysis: Multiple Linear Regression Analysis and to test the proposed hypothesis using the T-Test.	The results of this study indicate that the increase in purchasing decisions can be caused by: 1) a good brand image, including comfort when used, a luxurious impression, a variety of models and a variety of colors; 2) Product design includes luxurious, strong and durable designs as well as very varied choices and 3) Product quality includes product features and designs.
2.	The Influence of Product Design, Promotion, and	This study aims to analyze the influence of	Brand image (X1)	Sampling was 100 respondents. The ata method	The test results using the SPSS program that can be obtained for R2 is 25.4%.

	Brand Image on Purchase Decisions Source: Journal of Islamic Economics and Finance Vol. 1 No.2 (July, 2017)	Product Design, Promotion and Brand Image jointly and partially on Purchasing Decisions of Nike Original Shoes at Sport Station Solo.	Product design (X2) Customer satisfaction (Y)	used is a questionnaire. The method of analysis in this research is using multiple linear regression test	This means that together there is an effect of Product Design (X1), Promotion (X2) and Brand Image (X3) on Purchasing Decisions (Y), while the remaining 74.6% can be explained by other ariables outside the model in this study. The results of this research can be concluded that a product that has an attractive design and good quality can make consumers feel satisfied, so that consumers will be loyal.
3.	The Influence of Product Design and Product Quality on Customer Loyalty with Satisfaction as an Intervening Variables for Oppo Hp users (Case Study in Miftahul Huda Pesantren Kepanjen-Malang) Source: Ejrm Vol 08. No 05 February 2019	This study aims to determine the product design and product quality that affect customer satisfaction.	Product design (X1) Product quality (X2) Customer satisfaction (Y)	Sampling of this study were 94 respondents. The data method used is through a questionnaire. The method of analysis of this research is using multiple linear regression	
4.	The Influence of Product Design, Price and Product Quality on Customer Loyalty Source: Journal of Ecopreneur Volume 3, No. 2 of 2020	This study aims to determine the effect of product design and product quality on customer loyalty of specs brand shoes in Tarik District.	Product design (X1) Product quality (X2) Customer loyalty (Y)	Sampling in this study were 68 people. The data method used is a questionnaire. The data analysis method in this study used multiple linear regression	The results of the F test found that the value of $f_{count} > f_{tabel}$ is $80.461 > 2.74$, the significance value is $0.00 < 0.05$. It can be concluded that simultaneously product design, price and product quality have a positive and significant effect. While the coefficient of determination is obtained with a value of 0.785, so it can be said that product design, price and product quality contribute 78.5% to customer loyalty. While the remaining 21.5% was obtained from the contribution of other variables that were not included by the researcher.
5.	The Influence of Product Quality, Service Quality and Price on Customer Satisfaction Source: Journal of Management Science and Research: Volume	This study aims to partially examine the effect of product quality, service quality, and price on customer satisfaction at the Ikan Bakar	Product quality (X1) Service quality (X3) Consumer satisfaction (Y)	The samples in this study were 100 people. Method The data used in this study using a questionnaire. The analytical test method in this study uses	The results of the t test show that the variables of product quality, service quality, and price have a significant and positive effect on customer satisfaction, and the variable product quality is the variable that has a dominant effect on

2. Methodology



3. Research Method

This type of research is quantitative, the authors took a sample of 100 consumers of Cotton On Tunjungan Plaza Surabaya. The type of sample used is generation Z (people born in 1995-2010). The data collection technique in this study used questionnaires. The data in this study were processed using the Statistical Package for Social Science (SPSS) 16.0 for Windows program. Data analysis in this study is to use multiple linear analysis.

Researchers used a partial test (T test) and simultaneous test (F test) to test the hypothesis in this study. The t test is used to test the significance of the constants of each independent variable, whether the Product Design variable (X1), Brand Image (X2) really affects partially (separately) the dependent variable, namely Customer Satisfaction (Y). The test criteria with a significant level (α) = 0.05 are determined as follows:

t count < t table, then H0 is accepted

t count > t table, then H0 is rejected

F test is a test to determine the effect of the independent variables, namely Product Design (X1), Brand Image (X2) simultaneously on the dependent variable, namely Customer Satisfaction (Y). The criteria for testing the hypothesis are: with a confidence level of 95% or a significance level of 5%, then:

if F count < F table, then H0 is rejected, meaning that each independent variable jointly has a significant effect on the dependent variable.

if F count > F table, hence H0 is accepted, meaning that each of the free variables together has no significant effect on the bound variables.

3.1. Type of Measurement Scale

In this study, using a questionnaire to measure variables and the results of the assessment using a Likert scale.

Table 2. Measurement Scale

Answer Options	Score Weight
Strongly Agree	5
agree	4
Simply Agree	3
disagree	2
Strongly Disagree	1

3.2. Research Instrument Design

The research instrument is a tool used to measure the observed natural and social phenomena, specifically these phenomena are called research variables. The instrument design in this study can be described as follows:

Table 3. Research Instrument Design

No.	Variable	Operational Definition	Indicator	Scale
1.	Product Design (X1) (Kotler et al., 2001)	Product design is the process of designing the shape and benefits of the product so that it can have unique characteristics. design simply describes the outer shape of the product.	The research results of Achidah, Warso and Hasholan (2016) show product design indicators, namely: Latest Models Design Variations Design follow trends Models have distinctive features The appeal of color choices	Likert scale 1-5
2.	Brand Image (X2) (Schiffman & Kanuk, 2007)	Brand Image is a set of associations about a brand that is stored in the mind or memory of consumers.	A collection of associations that consumers perceive a good or service. Covers: Product are widely known to consumers Benefits for consumers in accordance with consumer needs	Likert scale 1-5
3.	Customer Satisfaction (Y1) (Kotler & Keller, 2007)	Consumer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance or (results) of the product thought against the expected performance.	Consumer satisfaction indicators include: Product quality Quality of service provided Product prices Hot to advertise the product feeling comfortable when shopping	Likert scale 1-5

4. Result and Discussion

The data in this study were obtained from the results of distributing questionnaires to 100 generasi Z consumers at Cotton on Tunjungan Plaza. Based on the results of respondents' answers in distributed questionnaires, it can be described the respondent's data based on gender, age of the respondent as follows:

Table 4. Characteristics Based on the Gender of Respondents Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	44.0	44.0	44.0
	Female	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

From the table above it can be seen that most of the respondents, namely 44 respondents or 44.0% were men, and 56 respondents or 56.0% were women.

Table 5. Characteristics Based on Age of Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 19 Years	3	3.0	3.0	3.0
	20 - 22 Years	34	34.0	34.0	37.0
	23 - 25 Years	62	62.0	62.0	99.0
	33.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

From the table above, it can be seen that most of the respondents, namely 3 respondents or 3.0%, were 17-19 years, 34 respondents or 34.0% were 20-22 years, 62 respondents or 62.0% were 23-25 years.

4.1. Research Results (Calculation and Data Processing)

1. Description of Research Variables

The results of the questionnaires that have been distributed and carried out to generation Z consumers at Cotton on Tunjungan Plaza Surabaya store will describe the results and to find out the respondent's responses to each variable to be examined, the maximum and minimum values are used. The scale of this research uses a scale of 1-5, so the minimum and maximum scales can be used as follows:

$$\frac{\text{Maximum value} - \text{Minimum value}}{5} = \frac{5-1}{5} = 0,8$$

So that it can be obtained:

Table 6. Interval Average - Average Score

Average Score Interval	Criteria for Each Variable
5 - 4,2	Strongly Agree
4,1 - 3,3	Agree
3,2 - 2,4	Neutral
2,3 - 1,5	Disagree
1,4 - 0,6	Strongly Disagree

From the results of the distribution of the questionnaire is the respondent's response to each research variable.

2. T Test (Partial)

T test is to test how the influence of each independent variable individually on the dependent variable.

Table 7. T Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	1.137	.217		5.243	.000	
Product Design	.341	.060	.378	5.655	.000	.688 1.454
Brand Image	.382	.045	.566	8.477	.000	.688 1.454

Dependent Variable: Customer S

Based on the SPSSs output above, the product design significance value is 0.000 <0.05, it means that the product design has a significant effect on customer satisfaction.

1. The significance value of Brand Image is 0.00 <0.05 means that the Brand Image has a significant effect.
2. The 5% significance level of testing includes a two-way test
3. Formula: $df = n - k$ where $n =$ many observations $K =$ many variables (free and dependent) $Df = 100 - 2 = 98$

From these results, with a significance level of 5%, the T table value is 1,966

From the output of the above spss, it is known that the T value of Product Design is 5.655 <T table 1.966, which means that there is an influence between Product Design on Customer Satisfaction,

From the output of the above spss, it is known that the value of T count for Brand Image is 8,477 <T table 1,966, meaning that there is no influence between Brand Image on Customer Satisfaction. The test criteria with a significant level (α) = 0.05 are determined as follows:

1. T count < t table, then H0 is accepted
2. T count > t table, then H0 is rejected

3. F Test (Simultaneous)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. The degree of confidence used is 0.05. If the calculated F value is greater than the F value according to the table then the alternative hypothesis, which states that all independent variables simultaneously have a significant effect on the dependent variable.

Table 8. F Test (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	11.986	2	5.993	114.499	.000 ^a
Residual	5.077	97	.052		
Total	17.063	99			

- a. Predictors: (Constant), Brand Image, Product Design
- b. Dependent Variable: Customer Satisfaction

Based on the SPSS output above a significance value of 0,000 <0.05 means that simultaneously product design and image have a significant effect on customer satisfaction.

Comparing the magnitude of the number F count with the formula F table:

$$df1 = k - 1$$

$$df2 = n - k$$

$k =$ number of variables (free and dependent) $n =$ number of observations / samples

$$df1 = 2 - 1 = 1$$

$$df2 = 100 - 1 = 99$$

From the output of the above spss, it is known that the value of F count is 114.499 > from F table 3.94, it means that Product Design, Brand Image jointly affect Customer Satisfaction.

5. Conclusion

1. Product Design Variable (X1) has a partial effect on Customer Satisfaction (count 5.655 > T table 1.966 with a significance of 0.000 <0.05, which means that Product Design affects generation Z Consumer Satisfaction at Cotton On Tunjungan Plaza Surabaya Store.

2. The brand image variable (X2) has a partial effect on consumer satisfaction, the value of $t_{count} 8,477 > T_{table} 1,966$ with a significance of $0,000 < 0,05$, which means that brand image affects generation Z consumer satisfaction at Cotton On Tunjungan Plaza Surabaya.
3. The Consumer Satisfaction variable (Y) has a simultaneous effect on Product Design (X1) and Brand Image (X2). Where the value of $f_{count} = 114,499 >$ from F table 3.94 with a significance of $0,000 < 0,05$, which means that jointly significant effect on satisfaction Generation Z consumers at Cotton On Tunjungan Plaza Surabaya Store.

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