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**From the Selected Works of Homa. P. Harahap**

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# Product Quality, Perceived Price and Product Features Analysis and Their Influences to Brand Image and Consumer Satisfaction



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## ABSTRACT

*Homa Posniroha Harahap, 2010; **Product Quality, Perceived Price and Product Features Analysis and Their Influences to Brand Image and Consumer Satisfaction.** Counsellor ; DR. Mohamad Rizan, SE., MM.*

*Generally, the purpose of the research are: 1) Analyzing product quality, perceived price and product features and their influences to brand image and consumer satisfaction, 2) Testing hypothesis on relationship between product quality, perceived price and product features and their influences to brand image and consumer satisfaction, 3) Testing hypothesis product quality, perceived price, product features and their direct influences or through brand image to consumer satisfaction. Unit of analysis are mobile phone product. Observation unit are 300 respondents, and method of research is explanatory survey. Results of descriptive analysis are : a) highest influence to brand image is product features (45%), then perceived price (17%) and product quality (10%), influence of product features to consumer satisfaction equal to (27%), then product quality (8%) and perceived price (4%), c) influence brand image to consumer satisfaction equal to (54%). Results of product quality, perceived price, product features and their direct influences or through brand image to consumer satisfaction are: 1) Direct influence of product quality equal to (16%), direct influence of perceived price (19%) and direct influence of product features (53%), then influence of brand image to consumer satisfaction equal to (65%), 2) Indirect influence of product quality to brand image equal to (11%), indirect influence of perceived price (13%) and indirect of product features equal to (35%). The dominant dimension that influence to product quality is performance, then dimension that influence to perceived price are objective monetary price and perceived price, and to consumer satisfaction are product features and repair center, dimension that influence to brand image are user image and product image.*

*Keywords: product quality, perceived price, product features, brand image, consumer satisfaction, mobile phones.*