INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND PRICE ON CUSTOMER SATISFACTION

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Abstract: This research was conducted with the intention of analyzing the influence of several independent variables including brand image, service quality and price perceptions on the dependent variable, namely satisfaction. The objects in this study are customers from food distributor companies in Tasikmalaya City. The research method used in this study is multiple linear regression analysis and data obtained through observation, questionnaires and literature studies. The population in this research is 256 customers. The results showed that brand image, service quality and price perceptions had a positive effect on customer satisfaction either partially or simultaneously

1. Introduction

Marketing is a very complex process, not only limited to selling and distributing goods from producers to consumers, but starting from investigating and knowing the needs and wants of customers, determining products, setting prices, determining methods of promotion and distribution of goods or services.

According to (Londre, 2023) marketing is the process of creating, distributing, promoting, goods, services, and ideas to facilitate exchange relationships with consumers and to develop and maintain profitable relationships with shareholders in a dynamic environment.

In competitive market conditions, customer preference and satisfaction to customer loyalty are the keys to a company's success. Customer-oriented marketing emphasizes satisfying customer needs and wants. Customer satisfaction should continue to be managed properly, so that customer relationships can be created for the long term, because customer satisfaction is "a short-term emotional reaction to a specific product/service performance". That is, if customer satisfaction is not managed properly, the customer will switch to competing products or companies.

Many aspects affect customer satisfaction, this is also proven by previous research on customer satisfaction. In their research, Octavian and Samboro (2018) state that service quality and service quality affect customer satisfaction. Saragih and Sarjani (2018) state that brand image and price affect customer satisfaction. So, it can be concluded that the variables that influence customer satisfaction are service quality, brand image, product quality, service quality, price, and promotion.

Business competition in satisfying customers also occurs He is in the goods dealer business. A person or company that distributes or distributes the products they buy to services

and also retailers. So a distributor is a person who takes goods from someone to resell not only in goods and services but can also be in the form of services.

In the world of trading, a distributor is the first person after the producer. And a distributor can be an individual or a company that buys products in very large quantities, so they get a much lower price to be able to resell them at a higher price. In Tasikmalaya, currently many distributors have opened branches, both small and large scale, both local ones in the form of individuals and companies on a national scale. The mushrooming of distributors in Tasikmalaya is because currently the community's economic level has started to improve and economic growth in the lower middle class segment is experiencing the best growth and it is predicted that the lower middle class segment of society will continue to grow well this year.

Distributors visit customers a lot every day, about 6 days a week and there are even distributors who provide service a full week without any holidays, but each customer has a different level of satisfaction. Customers can have different perceptions for the same object, or for different objects, customers can have different perceptions between one distributor and another. In fact, it is not uncommon to hear various complaints from customers who express their disappointment with the service of a distributor. Price is always a concern for customers because, as (Kotler & Keller, 2015) said, price is an indicator of quality. Quality products and or services will be marketed at relatively high/expensive prices, and vice versa. Customers who like quality products and services generally don't mind spending relatively more money as long as they are satisfied with the quality of the service.

Seeing the high level of competition, especially in meeting customer satisfaction, distributor companies should pay attention to these things. And one thing that is no less important is the brand image. According to (Tjiptono, 2015) brand image is a description of consumer associations and beliefs about certain brands. Brand image (Brand Image) is the observation and belief held by consumers, as reflected or associated in consumer memory. Customers tend to make transactions with companies that have a good brand image, which are able to provide positive benefits, so that satisfaction will be obtained.

It can be said that the human factor in a company has a bigger role and gets special attention compared to other factors, because all forms of business activities that are determined by human companies act as managers of the resources they have. In addition, human resources become planners, actors, and determinants for achieving company goals.

Basically the quality of services provided by Consumer Goods Distributors will increase customer satisfaction at Consumer Goods Distributors. In carrying out service quality and enthusiasm for employees, companies must pay attention to factors that can encourage a person to work well, so also in achieving customer satisfaction must be able to pay attention to factors that can lead to weak sales increases, because management mistakes in service quality do not running optimally for employees and not paying attention to the symptoms of low customer satisfaction will have a detrimental impact on the company itself.

To achieve customer satisfaction, strives to retain customers through timeliness, product accuracy and price accuracy in providing the best possible service so that customers feel satisfied when they are at company. Cannot be separated from this, marketing has a very important role in conveying the wishes of the company to its customers. Based on the phenomena that occur in the field, the problems that usually occur in distributor companies are as follows:

1) Brand image
   Problems related to brand image usually :

a. Popularity, which relates to the popularity of product brands sold by distributors. So this makes it difficult for the marketing department to sell these goods to customers. The role of the promotion section is very instrumental in increasing sales of these products.

b. The existence of new products, namely when there are new products sold by distributors, this causes difficulties in marketing new products. Because new products require more effort to introduce to customers and in some cases can lead to cannibalism with old products.

2) Service Quality

a. The role of the Salesman, namely how the distributor salesman's ability to generate sales for the company, has good product knowledge, closeness to customers, attractive appearance and also a good attitude. When a salesman does not have the above criteria, it will cause problems between the company and the customer which will result in sales of the distributor company.

b. Online system, namely where the order system from the salesman when receiving orders from customers has gone through the company's internal online application (paperless) with the intention of speeding up and expediting sales. But when the system that is used often experiences problems, it will actually cause problems in sales.

c. *Fraud*, namely the misappropriation committed by employees of the distributor, both the misappropriation of goods sold and the misappropriation of customer invoices, also greatly influences sales and customer satisfaction.

d. Payment tempo, namely how distributor companies can provide payment relief by providing payment credit. This is very influential on sales and customer satisfaction.

e. Types of payment, namely how the company accepts various types of payments through various payment facilities such as cash payments, giro and transfers. This affects how customer satisfaction with distributor company services.

f. Data entry, namely how accurate the distributor is in entering customer order data so that it matches what the customer ordered. So that when the goods are sent according to what the customer ordered. This can also affect customer satisfaction.

g. Stock of goods, namely how the stock of goods is always available so that when customers need goods, the distributor company can always serve customer orders. Availability of goods is very important, this is because if the stock of goods is always available then sales turnover can be maintained and can prevent the entry of competitors' products while it can also affect customer satisfaction and create customer loyalty.

3) Price

a. Promotional programs, namely where many companies provide promotional programs that can increase sales with various promotional programs offered, for example with gift giving programs, lucky draws or goods bonus programs. This is expected to increase sales and also customer satisfaction.

b. Discounts, namely the provision of special discounts to Pareto customers so that this can generate a sense of pride from customers because they feel they are treated specially by the distributor company so that customer satisfaction and customer loyalty are expected to increase.

c. Competitive prices, this relates to selling prices that can compete with competitors so that companies can compete with other companies' products. Competitive prices are expected to maintain the stability of distributor company turnover in customers.

The purpose of this research is to find out and analyze:
  a. Brand Image, Service Quality and Price on Customer Satisfaction at Consumer Goods Distributors in Tasikmalaya City.
  b. The Influence of Brand Image, Service Quality and Price on Customer Satisfaction both simultaneously at Consumer Goods Distributors in Tasikmalaya City.
  c. The Influence of Brand Image on Customer Satisfaction partially at Consumer Goods Distributors in Tasikmalaya City.
  d. The Influence of Service Quality on Customer Satisfaction partially at Consumer Goods Distributors in Tasikmalaya City.
  e. The Influence of Price on Customer Satisfaction partially at Consumer Goods Distributors in Tasikmalaya City.

2. Research Method

The research method that the authors use is a quantitative method. Prior to data analysis, it is necessary to test the instrument first. The test of this instrument is to measure the validity and reliability of the research instrument. To what extent is the accuracy of the instrument to be used so that the instrument is suitable for use as a data collection tool.

In this study, multiple regression analysis was used to determine the set variable of direct influence, as a causal variable to other variables which are effect variables. One of the most popular tools for research is path analysis, also known as path analysis. In this path analysis, the variables that are affected are called endogenous variables and the variables that affect them are called exogenous variables.

Table 1. Operational Variable

Variable	Variable Definitions	Indicator	Scale
(1)	(2)	(3)	(5)
Brand Image (X1)	Citra brand includes knowledge, opinions from customers and characteristics of non-physical and physical products; the image that the customer gives to the product. Soltani, dkk (2016:204),	1. *Recognition* 2. *reputation* 3. *Affinity*	Ordinal
Service quality (X2)	Expected level of excellence and control over that level of excellence to meet customer desires. Tjiptono (2015:59)	1. *Tangibles* 2. *reliability* 3. *Responsiveness* 4. *assurance* 5. *Empathy*	Ordinal
Price (X3)	Represents the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. Kotler&Amstrong (2016:324)	1. *Price affordability* 2. *Discounts* 3. *Payment method*	Ordinal
Customer satisfaction (Y)	A person's feeling of pleasure or disappointment that arises after comparing the perception of the performance of a product with its expectations. Tjiptono (2015:146),	1. *Performance* 2. *Hope*	Ordinal

The population according to (Sugiyono, 2014) is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study the population is company for food and beverage products, namely 256 customers of company for food and beverage products.

3.   Results and Discussion
3.1. Results
Brand Image at Tasikmalaya City Consumer Goods Distributor
The recapitulation of the results of the questionnaire for the Brand Image variable is as follows:

Table 2. Results of customer answers to Brand Image variables
At the Tasikmalaya City Consumer Goods Distributor

No	Description	Targeted score	Achieved score	Criteria
1	Products offered by Distributors are well-known brands	5 x 304 = 1.520	906	Good
2	The products offered by distributors are quite difficult to remember	5 x 304 = 1.520	954	Good
3	I believe in products from distributors	5 x 304 = 1.520	962	Good
4	The brand reputation of the products sold by Distributors is very good	5 x 304 = 1.520	871	Good
5	There is suitability of the product brand offered with customer expectations	5 x 304 = 1.520	931	Good
6	I'm not too proud to use the products offered by Distributors	5 x 304 = 1.520	1013	Good
			5636	

Source: Questionnaire Data (processed), 2023

To find out the level of Brand Image, classification of Brand Image data is carried out based on 6 statement items with the following steps:
Highest score overall   : 304 x 5 x 6 = 9,120
Lowest score overall   : 304 x 1 x 6 = 1.824
The number of statement criteria   = 5

$$=\frac{9120-1824}{5}$$
$$= 1459.2$$

The assessment classification for each indicator is as follows:

Mark	1824	-	3283.2	Very Not Good
Mark	3283.2	-	4742.4	Not good
Mark	4742.4	-	6201.6	Good
Mark	6201.6	-	7660.8	Good
Mark	7660.8	-	9120	Very good

The total score of all statement items for the Brand Image variable obtained a value of 5636 which is in the good category, this shows that the brand image that isThe Tasikmalaya City Consumer Goods distributor is in a fairly good category, in other words, the better the brand image that is applied, the more it is able to influence customer buying interest.

Quality of Service to Consumer Goods Distributors in Tasikmalaya City
The quality of service provided by employees will affect the attitude of the customers they serve. This attitude is manifested in the form of satisfied or dissatisfied customers with the services provided. If the quality of service provided is very good, then the customer will feel very satisfied, otherwise if the quality of service provided is very bad, then the customer will feel dissatisfied or disappointed. Service quality can be seen by how far the difference is

between the perceptions of services provided to customers who are actually received with expectations.

In this case if performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or delighted. If the service is as expected, then the service quality is said to be good and the customer will be satisfied, and if the performance is better than expectations, then the service quality is said to be very good and the customer will be very satisfied. The level of service quality will greatly determine the level of customer (customer) satisfaction with the services offered. As for the recapitulation of the results of the questionnaire for variables ollb Service Quality is as follows:

Table 3. Results of customer answers to the variable Quality of Service
At the Tasikmalaya City Consumer Goods Distributor

No	Description	Targeted score	Achieved score	Criteria
1	Appearance of Distributor employees is neat and polite	5 x 304 = 1.520	992	Good
2	Representative and strategic location of Distributor offices	5 x 304 = 1.520	843	Good
3	The accuracy of the distributor's employees in doing their work is quite good	5 x 304 = 1.520	960	Good
4	The capabilities of Distributor employees must be improved	5 x 304 = 1.520	892	Good
5	The speed of employee responsiveness to customer needs is quite good	5 x 304 = 1.520	911	Good
6	Sometimes slow in handling customer complaints	5 x 304 = 1.520	845	Good
7	Distributor employee knowledge needs to be improved	5 x 304 = 1.520	845	Good
8	Clear information provided by Distributor employees	5 x 304 = 1.520	929	Good
9	The concern of Distributor employees for customers is so-so	5 x 304 = 1.520	845	Good
10	It is quite easy for customers to get information about the products offered by distributors	5 x 304 = 1.520	929	Good
			8921	

Source: Questionnaire Data (processed), 2023

To find out the level of Service Quality, classification of Service Quality data is carried out based on 10 statement items with the following steps:

Highest score overall : 304 x 5 x 10 = 15,200
Lowest score overall : 304 x 1 x 10 = 3.040
The number of statement criteria = 5

$$= \frac{15200 - 3040}{5}$$
$$= 2432$$

The assessment classification for each indicator is as follows:

Mark	3040	-	5472	Very Not Good
Mark	5472	-	7904	Not good
Mark	7904	-	10336	Good
Mark	10336	-	12768	Good
Mark	12768	-	15200	Very good

The total score of all statement items for variablesService Quality obtained a value of 8921 which is in the sufficient category, this indicates that the Service Quality at the Tasikmalaya City Consumer Goods Distributor is quite good.

Product Prices for Tasikmalaya City Consumer Goods Distributors
The quality of service and prices provided by the company and consumer satisfaction are closely related to the benefits that will be obtained by the company because the quality of service and prices meet consumer preferences.

The factors that influence consumer satisfaction are service quality, product quality, promotion and price. These factors, especially service quality and price, have a significant positive influence on customer satisfaction. In addition, Widianto was quoted by Rachmawati (2013: 55) in the context of marketing theory there are service and price factors that have a significant effect on customer satisfaction.

Price is one of the important marketing elements, but the importance of this element is meaningless if you do not understand how far the influence of price on customer satisfaction in creating competitive advantage. In general, setting prices is adjusted to the overall marketing strategy in dealing with competitive situations and marketing. The recapitulation of the results of the questionnaire for the price variable is as follows:

Table 4. Results of customer answers to the price variable
At the Tasikmalaya City Consumer Goods Distributor

No	Description	Targeted score	Achieved score	Criteria
1	The price offered by distributors is not cheaper than other distributors	5 x 304 = 1.520	881	Good
2	Prices offered by Distributors vary according to customer needs	5 x 304 = 1.520	315	Good
3	The distributor has a discount program for customers	5 x 304 = 1.520	920	Good
4	Bonuses / free goods are given to customers who buy in large quantities	5 x 304 = 1.520	941	Good
5	Distributors provide discounts for customers who make payments on time	5 x 304 = 1.520	878	Good
6	Distributors provide easy payment for customers	5 x 304 = 1.520	920	Good
7	Distributors provide a choice of payment methods for customers	5 x 304 = 1.520	941	Good
			6396	

Source: Questionnaire Data (processed), 2023

To find out the price level, price data classification is carried out based on 7 statement items with the following steps:

Highest score overall   : 304 x 5 x 7 = 10,640
Lowest score overall   : 304 x 1 x 7 =2.128
The number of statement criteria = 5

$$=\frac{10640-2128}{5}$$
$$= 1702.4$$

The assessment classification for each indicator is as follows:

Mark	2128	-	3830.4	Very Not Good
Mark	3830.4	-	5532.8	Not good
Mark	5532.8	-	7235.2	Good
Mark	7235.2	-	8937.6	Good
Mark	8937.6	-	10640	Very good

The total score of all statement items for the price variable obtained a value of 6396 which is in the sufficient category, this indicates that when someone is shopping, the first thing potential customers pay attention to is price, then the product to be purchased, both appearance and quality. Price is important for customers. Pricing of a product must be appropriate and reasonable with the quality of the product offered. The high price offered must be in accordance with the benefits that will be received by the customer.

Prices that are too high or too low will affect customer buying interest. Prices that are too high will make customers switch to other similar suppliers but at lower prices, and vice versa, if the price offered is too low, customers will doubt the quality of the product offered, thereby reducing interest in buying the product..

Customer Satisfaction at Tasikmalaya City Consumer Goods Distributor

Customer satisfactions an effort to fulfill needs accompanied by customer desires and the accuracy of the method of delivery in order to meet the expectations and satisfaction of these customers.

Customer satisfaction is the expected level of excellence and control over that level of excellence will fulfill customer desires. Quality service is the customer's perception of being satisfied during the transaction process. The two aspects above, product quality and service quality, are closely related to the selling price of goods or services offered to customers. Customer satisfaction provided by these three suppliers has not been maximized so that there have been customer complaints that have resulted in a decrease in product sales volume. The recapitulation of the results of the questionnaire for the variable Customer Satisfaction is as follows:

Table 5. Results of customer answers to the variable Customer Satisfaction
At the Tasikmalaya City Consumer Goods Distributor

No	Description	Targeted score	Achieved score	Criteria
1	There is satisfaction with the company's ability to serve customers appropriately	5 x 304 = 1.520	919	Good
2	There is satisfaction with the alertness of employees in serving customers	5 x 304 = 1.520	842	Good
3	There is satisfaction with the conformity of customer expectations with realization	5 x 304 = 1.520	910	Good
4	There is satisfaction with the fulfillment of customer expectations	5 x 304 = 1.520	859	Good
5	There is no satisfaction with the company's ability to serve customers compared to competitors	5 x 304 = 1.520	960	Good
6	There is no satisfaction with the company's attention to customers	5 x 304 = 1.520	888	Good
			5378	

Source: Questionnaire Data (processed), 2023

To find out the level of customer satisfaction, classification of customer satisfaction data is carried out based on 6 statement items with the following steps:

Highest score over all   : 304 x 5 x 6 = 9,120
Lowest score over all   : 304 x 1 x 6 = 1.824
The number of statement criteria = 5

$$NJI = \frac{\text{Nilai Tertinggi} - \text{Nilai Terendah}}{\sum \text{Kriteria Pertanyaan}}$$

$$= \frac{9120 - 1824}{5}$$
$$= 1459.2$$

The assessment classification for each indicator is as follows:

Mark   1824   -   3283.2   Very Not Good
Mark   3283.2   -   4742.4   Not good
Mark   4742.4   -   6201.6   Good
Mark   6201.6   -   7660.8   Good
Mark   7660.8   -   9120   Very good

The total score of all statement items for the Customer Satisfaction variable obtained a value of 5378 which is in the sufficient category, this indicates that Customer Satisfaction inThe Tasikmalaya City Consumer Goods Distributor is in a fairly good category, in other words one of the factors that influence customer satisfaction is a strategy to attract customers in facing increasingly competitive business competition by providing alternative products as added value to their main products. Customers are also increasingly critical in making choices, so that product and price are no longer the main considerations.

The Effect of Brand Image, Customer Satisfaction and Service Quality on Customer Satisfaction PartiallyOnTasikmalaya City Consumer Goods Distributor Customers

To analyze the effect of brand image, service quality and price on customer satisfaction at consumer goods distributors in Tasikmalaya City, an analytical method called multiple linear regression analysis is used.

The influence of Brand Image, Service Quality and Price on Customer Satisfaction at Consumer Goods Distributors in Tasikmalaya City is analyzed using path analysis with the aim of testing the magnitude of the contribution shown by the path coefficients in each path diagram of the causal relationship between variables X1, X2 and X3 to Y. As for the path coefficient values for each variable, it can be seen in Figure 1.
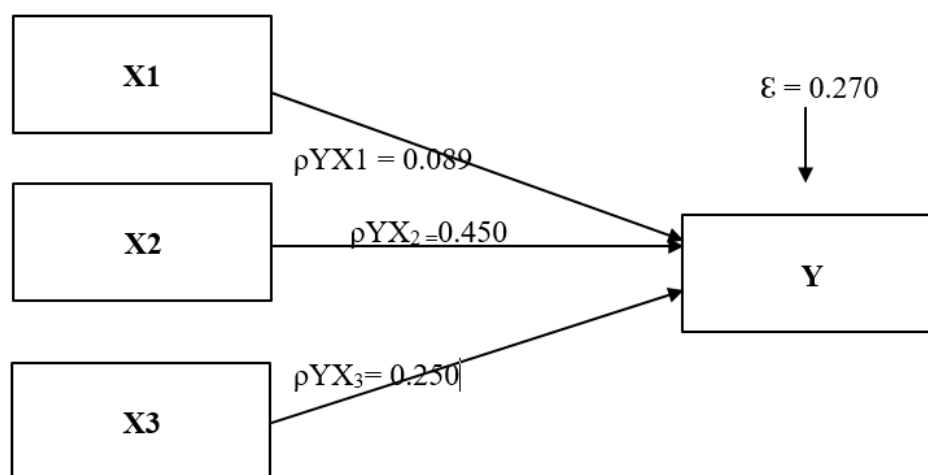

Figure 1. Linear Regression Analysis Variables X1, X2 and X3 against Y

Before carrying out multiple linear regression analysis, first carry out a Validity Test, Reliability Test, Classical Assumptions Test, Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test as stated above, if the correlation coefficient is equal to the critical correlation coefficient (table = 0.1381) or more, then the instrument items are declared valid.

From the results of the validity test that has been done previously, it turns out that the correlation coefficient of all items of the research variable instrument Brand Image, Service Quality, Price and Customer Satisfaction is greater than the table, namely 0.1381. Thus, the instrument can be declared valid so that the questions contained in the research questionnaire can be used for further research.

Then based on summary of the reliability test results as summarized in the table of reliability test results in Chapter III, it can be seen that the Cronbach Alpha value for each variable is greater than 0.6. These results can be concluded that all research instruments can be declared reliable/ reliable and can be used for further analysis. This means that this questionnaire has consistent results if measurements are taken at different times and models or designs.

By using the Classical Assumption Test it is proven that in this study there is no correlation between the independent variables (Multicollinearity), there is no difference between the confounding factors (Heteroscedasticity) and there is no correlation between the confounding errors in the t period and the confounding errors in the t-1 period or there is no problems or

symptoms of autocorrelation, thus multiple linear regression analysis to test the research hypothesis can be carried out or continued.

To simplify the calculation of regression from quite a lot of data, this research was completed with the help of computer software (SPSS 16) program. The results of testing the multiple regression model on the variables Brand Image (X1), Quality of Service (X2) and Price (X3) which affect Customer Satisfaction (Y) is seen in table below:

Table 5. Multiple Linear Regression Analysis Results

Independent Variable	Regression Coefficient	t-count	Probability
Brand Image	0.089	2,755	0.006
Service quality	0.450	18,638	0.000
Product Price	0.250	10.131	0.000
F count	270,004		
R Square	0.730		
Sig f	0.000		

Source: Regression data, 2023

In this study, the multiple linear regression equation model is used as follows:
$$Y = a + b1X1 + b2X2 + b3X3 + \epsilon$$

By paying attention to the regression model and the results of multiple linear regression, the equations of the factors that influence customer satisfaction are obtained as follows:
$$Y = 0.187 + 0.089X1 + 0.450X2 + 0.250X3 + \epsilon$$

From table 4.34 above, you can get an F count of 270,004 with a significance level of 0.000. This shows that the probability < the tolerated significance level (0.000 <0.05), then Ha is accepted and Ho is rejected. This indicates that there is a significant positive effect of Brand Image, Service Quality and Product Price together on Customer Satisfaction.

3.2. Discussion
The Influence of Brand Image on Partial Customer Satisfaction in Consumer Goods Distributors in Tasikmalaya City

Based on SPSS calculations, the count is 2.755 > table is 1.97190, while the p value is 0.006, so the p value is <5% (0.006<0.05), meaning that there is a significant influence of brand image on customer satisfaction. These results indicate that the better the brand image displayed by the company, the higher the level of customer satisfaction, and vice versa.

Kotler and Armstrong (2015: 233) argue that when a brand image has been able to build a product character and provide a value proposition, then convey the character of the product to its customers in a unique way, it means that the brand has provided an emotional strength more than the rational power possessed by the product. This will make customers associate positive things in their minds when they think of the brand.

The Effect of Brand Image on Customer Satisfaction according to research conducted by Ian Anthony Ong (2013).The results of the analysis show that Brand image and differentiation affect customer purchasing decisions and customer satisfaction.

The Influence of Service Quality on Partial Customer Satisfaction in Consumer Goods Distributors in Tasikmalaya City

Based on SPSS calculations, the count is 18,638 > table is 1.97190, while the p value is 0,000, so the p value is <5% (0,000<0.05), meaning that there is a significant influence of the variable Quality of Service on Customer Satisfaction. These results indicate that the better in establishing Service Quality, the better Customer Satisfaction will be, and vice versa. Fandy Tjiptono (2015: 125) states that paying attention to the quality of service to consumers will increase the consumer quality satisfaction index measured in any size with the dimensions of service quality, namely tangible, empathy, reliability, responsiveness and assurance, which have an influence on customer satisfaction.

The Effect of Service Quality on Customer Satisfaction according to the research conducted Abdul Basith (2015). The results of this study indicate that the effect of product quality (X1) on customer satisfaction (Y1) is significant. 2. The effect of service quality (X2) on customer satisfaction (Y1) is significant. 3. The effect of product quality (X1) on customer loyalty (Y2) is not significant.

The Effect of Product Prices on Customer Satisfaction Partially at Consumer Goods Distributors in Tasikmalaya City

Product Price Variable (X3) has a positive influence on Customer Satisfaction, with a regression coefficient of 0.250 indicating that if Product Prices increase by 1 percent, Customer Satisfaction will increase by 0.250 percent assuming the other independent variables are constant. A significant value (sig) of 0.000, this value is much lower than 0.05, so the effect of product prices on customer satisfaction is significant.

Based on SPSS calculations, the count is 10.131 > table is 1.97190, while the p value is 0.000, so the p value is <5% (0.000<0.05), meaning that there is a significant effect of the Product Price variable on Customer Satisfaction. These results indicate that by setting the appropriate price, the level of customer satisfaction will be higher and vice versa. Price is an important factor, especially for distributor companies and can be said to have an influence on customers to buy the product.

Fandy Tjiptono (2015: 67) argues that the price set by a company is not in accordance with the benefits of the product, it can reduce the level of customer satisfaction, and vice versa if the price set by a company is in accordance with the benefits received, it will increase customer satisfaction. Thus, if the perceived benefits increase, then the value will also increase. If the perceived value of the customer is higher, it will create maximum customer satisfaction.

The effect of brand image and price on customer satisfaction is in accordance with research conducted by Galih Galang Tangguh (2018) concerning the Effect of Brand Image, Service Quality, and Price on Go-Ride Customer Satisfaction. The results of this study indicate that Brand Image (X1) partially has an insignificant effect on Customer Satisfaction (Y), Service Quality (X2) partially has a significant effect on Customer Satisfaction (Y), Price (X3) partially has an influence significant effect on Customer Satisfaction (Y), Brand Image, Service Quality and Price simultaneously have a significant effect on Customer Satisfaction (Y). Brand image is related to attitudes about belief in a brand and helps present the perception of information about the brand itself so this means that the brand image of a company influences the level of customer satisfaction. Like wise the price of a product or service is a sensitive matter for customers, especially in determining purchase decisions to satisfaction after making a purchase. Customers will feel satisfaction from the company's services if the price is in accordance with what is obtained by the customer.

The coefficient of determination R2 is 0.730 which means 73% variation in the dependent variable Customer Satisfaction can be explained by variations in the independent variable Price. While the remaining 27% is influenced by variables not explained in the model.

From the results of multiple linear regression analysis, it can be concluded that the most determining factor in increasing customer satisfaction is service quality. Customer satisfaction is one measure of success for a company. Besides that, service quality can be used as a tool to achieve competitive advantage for companies. The better the service provided in the eyes of the customer means the higher the level of success and quality of the company achieved and vice versa.

The Effect of Brand Image, Service Quality and Product Prices Simultaneously on Customer Satisfaction of Consumer Goods Distributors in Tasikmalaya City

As for the results of the Simultaneous Test (F test) there is a significant influence between Brand Image, Service Quality and Product Prices on Customer Satisfaction of Consumer Goods Distributors in Tasikmalaya City.

Testing can be done in two ways, namely by comparing the magnitude of the F research number with the F table and by comparing the calculated significance level (sig) with a significance level of 0.05 (5%). Calculating the F research from SPSS obtained a number of 270,004 then calculating the F table with the Degrees of Freedom (DK) provided that the number of variables is – 1 or 4 – 1 = 3, and the number of cases – 3 or 304 - 3 = 301. With these conditions the numbers obtained F table of 2.64. So that Fcount is 270,004 > Ftable is 2.64. This is supported by the calculation of a significance number of 0.000 <0.005. Thus the hypothesis that the authors propose is Brand Image, Service Quality and Product Prices simultaneously affect Customer Satisfaction at Consumer Goods Distributors in Tasikmalaya City.

4. Conclusion

Based on the results of the analysis and discussion adjusted to the problems studied, it can be concluded as follows:

1. Respondents' responses regarding Brand Image, Service Quality, Product Prices and Customer Satisfaction of Consumer Goods Distributors in Tasikmalaya resulted in a score that was in the fairly good category.
2. Simultaneously there is a significant influence between regarding Brand Image, Service Quality and Price on Customer Satisfaction.
3. Partially, they are as follows:
   a. Brand Image has an effect on Customer Satisfaction;
   b. Service Quality influences Customer Satisfaction;
   c. Prices affect Customer Satisfaction.

Based on the conclusions that have been stated above, the authors provide suggestions that are expected to provide useful benefits including:

1. Distributors maximize explanations about products whose reputation is somewhat less well known to customers so that customers decide to use these products.
2. Distributor employees can reach customers far from the distributor's office so that they no longer complain about the distance to the distributor's office.
3. Distributors provide discounts for customers who pay on time so that customers are more motivated to make repeat purchases.

4. For researchers who will conduct further research, it is suggested that the results of further research will be even better and can gain new knowledge related to customer satisfaction variables

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