

The Influence of *Brand Equity*, *Quality*, and *Price* on Consumer Satisfaction of Ades Brand Bottled Drinking Water in The Sekayu City Sub-District Community Musi Banyuasin District

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Article Information:

Received: November 10, 2023, Accepted: November 24 23, 2023, Published: November 26, 2023

Abstract

This study aims to determine the effect of Brand Equity, Quality, and Price on Consumer Satisfaction of Ades Brand Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency. To find out the Effect of Brand Equity on Consumer Satisfaction with Ades Brand Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency. To find out the Effect of Quality on Consumer Satisfaction of Ades Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency. To find out the Effect of Price on Consumer Satisfaction of Ades Brand Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency. The samples used were 97. The sampling technique was by using a simple random sampling technique. This study uses a questionnaire to collect data and is supported by other methods to refine the information obtained. The data used are Primary Data and Secondary Data. The results showed that (1) there was a positive and significant influence between brand equity, quality, and price on consumer satisfaction of packaged drinking water with the Ades brand in the people of Kota Sekayu District, Musi Banyuasin Regency. (2) There is a positive and significant influence between brand equity and Ades brand bottled water consumer satisfaction in the people of Kota Sekayu District, Musi Banyuasin Regency. (3) There is a positive and significant relationship between the quality and consumer satisfaction of Ades bottled water in the Kota Sekayu District, Musi Banyuasin Regency community. (3) There is no significant effect between price and consumer satisfaction in packaged drinking water with the Ades brand in the people of Kota Sekayu District, Musi Banyuasin Regency.

Keywords: Brand Equity, Quality, Price and Consumer Satisfaction

How to Cite:

Putri, N. D., Moelyati, T. A., Choiriyah (2023). The Influence of Brand Equity, Quality, and Price on Consumer Satisfaction of Ades Brand Bottled Drinking Water in The Sekayu City Sub-District Community Musi Banyuasin District. *International Journal of Business,*

Published by:

1. Introduction

The business world is facing a new era, and business competition is now a lot of instant products circulating in the market that offer various advantages and benefits. One product that plays in the market while having a very potential market is mineral water. With the competition between bottled drinking water companies, consumers will be truly selective in purchasing decisions. People tend to be rational and selective in purchasing the goods they want, both the quality of the product and the price. On the other hand, with the growth of new competitors, companies must take steps and implement the right strategy to retain their customers.

The company's main goal is to seek profit and control the market. It is not easy for a company to achieve profits and become a market leader because the company must compete with other companies that take the same market segmentation so that companies with strong competitiveness can survive and dominate the market. Discoveries and important advances are used to produce new and quality products. Discoveries are significant and play a big role.

One of the most important things in marketing studies is customer satisfaction, which, according to Rufliansya and Seno (2020: 93), is a measurement between expectations and the reality that consumers receive or feel. If what is received by consumers matches or exceeds expectations, customers will feel dissatisfied. Customers who are satisfied tend to return to transactions and become more loyal. Meanwhile, according to Sayedi et al. (2023: 85), consumer satisfaction is an individual's perception of the performance of goods or services relative to customer/consumer expectations.

One of the important factors in influencing customer satisfaction, according to Rahayu (2023: 111) is that there are six factors in determining customer satisfaction that must be considered by the company, namely product quality, service or service quality, emotions, price, cost, and *brand equity*.

Brand equity is one of the factors that influence consumer satisfaction. *Brand equity* is a set of brand assets and liabilities associated with a brand, name, or symbol, which can add or reduce the value a product or service provides to the company and customers.

According to Faturochman and Mubarak (2023: 10), quality is one of the keys to winning competition with the market. When the company has been able to provide quality products, it has built one of the foundations for creating customer satisfaction.

According to Safitri et al. (2023: 104), *Price* is a system that will determine the right base price for a product or service and must determine strategies regarding discounts, payment of freight, and various variables concerned.

Research from Sriwahyuni (2018: 57) found that *Brand equity* has a positive but insignificant effect on customer satisfaction, while Noviyanti (2020: 62) states that *Brand equity* has a positive and significant effect on customer satisfaction.

Razak's research (2019: 12) states that product quality significantly affects customer satisfaction, while Mariansyah and Syarif's research (2020: 88) found that product quality does not have a positive and significant effect on customer satisfaction.

Furthermore, regarding the price variable, Mariansyah and Syarif's research (2020: 82) also states that price positively and significantly affects customer satisfaction, while Agung's research (2018: 61) reveals that price does not affect customer satisfaction.

Some consumers still do not know the meaning of Ades mineral water; the quality is the same as other mineral water, resulting in a lack of consumer loyalty to Ades mineral water. Ades mineral water is easy to recognize, but some are still not too familiar with it, which is easy to blend with garbage to reduce waste. The price of Ades Minera water is the same as other mineral water brands; the price offered is according to the quality and benefits.

2. Literature Review

2.1. Consumer Satisfaction

Consumer satisfaction, according to Ruffiansya and Seno (2020: 93) is a measurement between expectations and the reality that consumers receive or feel. If what is received by consumers matches or exceeds expectations, customers will feel dissatisfied. Customers who are satisfied tend to return to transactions and become more loyal. According to Sayedi et al. (2023: 85), consumer satisfaction is an individual's perception of the performance of goods or services relative to customer/consumer expectations.

2.2. Brand Equity

According to Syaidah (2020: 206), *Brand equity* is a set of brand assets and liabilities associated with a brand, name, or symbol, which can add or reduce the value provided by a product or service both to the company and to customers. According to Airlangga (2021: 53), *Brand equity* is a set of associations and behaviors shared by brand customers, distribution channel members, and companies to enable them to gain strength, durability, and clear advantages over competitors. According to Pandiangan et al. (2021: 74), *Brand equity* can be reflected in how consumers think, feel, and act on the brand, price, market share, and profitability provided to the company.

2.3. Product Quality

According to Faturachman and Mubarak (2023: 10), quality is one of the keys to winning the competition with the market. When the company has been able to provide quality products, it has built one of the foundations for creating customer satisfaction. Product quality has a core in fulfilling customer needs and desires that aim to balance customer expectations. According to Bagida et al. (2021: 148), product quality is the ability of an item to provide results or performance that matches and even exceeds what the customer wants.

2.4. Price

Wibowo (2017: 117) states that price is the amount of value that customers exchange for the benefits of owning or using a product whose value is determined by the buyer and seller through bargaining or set by the seller for one price that is the same for all buyers. According to Fandy Tjiptono (2019: 290), price is a direct tool or vehicle for comparing competing products or brands. Grewal and Levy in Tjiptono (2019: 290) state that price is the sacrifice consumers are willing to make to obtain a specific product or service.

2.5. The Effect of Brand Equity on Consumer Satisfaction

One of the important factors in influencing customer satisfaction, according to Rahayu (2023: 111), is that there are six factors in determining customer satisfaction that the company, namely Brand Equity, must consider.

Based on research conducted by Noviyanti (2020), with the research title *The Effect of Halal Label, Brand Equity, and Brand Image on the Decision of Iain Salatiga Students to Buy "Close Up" Toothpaste Through Consumer Satisfaction as an Intervening Variable*. The results revealed that brand equity positively and significantly affected customer satisfaction. At the same time, the effect of *Brand Equity* on purchasing decisions through consumer satisfaction variables also had a positive and significant effect.

Then, I will research Nuryana (2022) entitled *Analysis of the Role of Service Quality and Brand Awareness in Increasing Consumer Satisfaction in the Food & Beverage Retail Industry (Foodpedia Case Study)*.

Then research, Park et al. (2019) titled *Athletes' brand equity, spectator satisfaction, and behavioral intentions*. Revealed that an athlete's brand equity positively and directly affects overall sporting event satisfaction and behavioral intentions, including repurchase intentions and word-of-mouth intentions among event participants, which is a factor-mediated indirectly by satisfaction.

2.6. The Effect of Product Quality on Consumer Satisfaction

One of the important factors in influencing customer satisfaction according to Rahayu (2023: 111) reveals that there are six factors in determining customer satisfaction that the company, namely Quality, must consider.

Based on research conducted by Razak (2019), entitled *The Effect of Product Quality on Customer Satisfaction*. Obtaining research results, namely performance, reliability, suitability, and durability, has a positive and significant effect on customer satisfaction.

Revealed by Aditia et al. (2020) in a study entitled *The Effect of Product Quality on NMAX Motorcycle Consumer Satisfaction at PT Yamaha A. Rivai Palembang*. This states that product quality significantly affects customer satisfaction, especially for customers of the NMAX brand motorcycle.

Diputra and Yasa (2021) entitled *The Influence Of Product Quality, Brand Image, and Brand Trust On Customer Satisfaction And Loyalty*. Based on the analysis in this study, several conclusions were obtained that product quality has a positive and significant effect on brand image, brand trust and customer satisfaction, brand image and brand trust have a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on customer loyalty. The implications of the results of this study indicate that product quality is a major factor in increasing customer satisfaction, thus creating a sense of customer loyalty. This shows that the better the product quality, the higher the customer loyalty to buy and use Samsung smartphones in Denpasar City.

2.7. The Effect of Price on Consumer Satisfaction

One of the important factors in influencing customer satisfaction, according to Rahayu (2023: 111), reveals that there are six factors in determining customer satisfaction that the company must consider, namely: Price.

Based on research conducted by Syarif and Mariansyah (2020), entitled The Effect of Product Quality, Service Quality, and Price on Consumer Satisfaction of Cafe Kabalu. The results showed that product quality has no positive or significant effect on customer satisfaction, while service quality and price have a positive and significant effect on customer satisfaction.

Mahmud (2021), conducted a study entitled The Effect of Price, Product Quality, and Service Quality on Customer Satisfaction at Transmart Setiabudi Semarang. He states that price positively and significantly affects customer satisfaction.

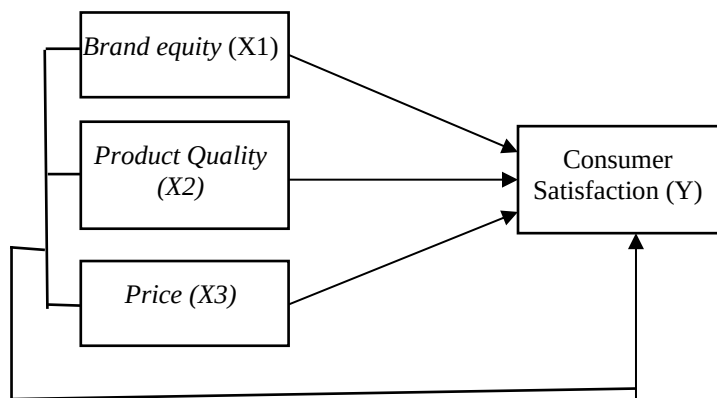


Figure 1 Thinking Framework

2.8. Hypothesis

The hypothesis in this study is as follows:

1. There is an Effect of Brand Equity, Quality, and Price on Consumer Satisfaction with Ades Brand Bottled Drinking Water in the Sekayu City District Community, Musi Banyuasin Regency.
2. There is an Effect of Brand Equity on Consumer Satisfaction with Ades Brand Bottled Drinking Water in the Sekayu City District Community, Musi Banyuasin Regency
3. There is an Effect of Quality on Consumer Satisfaction of Ades Brand Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency
4. There is an Effect of Price on Consumer Satisfaction of Ades Brand Bottled Drinking Water in the Community of Kota Sekayu District, Musi Banyuasin Regency

3. Research Methods

The object of this research is Ades bottled drinking water by the community in Sekayu, Musi Banyuasin Regency, South Sumatra. The research method is associative to test the alleged relationship (influence) between one variable and another. The variable in question is to determine the effect of *brand equity*, quality, and price on consumer satisfaction with Ades brand bottled drinking water in the Sekayu City sub-district community, Musi Banyuasin

district. The population in this study is *infinite*. The sample was 97 respondents. This study uses a questionnaire to collect data and is supported by other methods to perfect the information obtained. The type of data used in the study is quantitative data. The data sources used in this study are primary data, namely data obtained directly from sources collected and managed by someone directly from the object; secondary data, namely data obtained in finished form or already collected and managed by other parties or companies such as history and profiles. The data testing method is validity and reliability tests. The data tests carried out are the normality test, multicollinearity test, heteroscedasticity test, and the analysis used is multiple linear analysis. Hypothesis testing is done using the F, t-test, and determination coefficient tests.

Table 1. Operational Research Variables

Research Variables	Operational Definition	Indicator
Consumer Satisfaction (Y)	The level of consumer feelings, either happy or sad, arises after consumers compare the quality of the products or services the company provides to consumer expectations.	No complaints or resolve complaints. Customer's overall feeling of satisfaction with the product Conformity to customer expectations/expectations
Brand equity (X) ₁	The strength that a brand has in a product is a differentiator from its competitors so that consumers more widely recognize a brand than other brands.	Brand associations Perceived Quality Brand Loyalty
Product Quality (X) ₂	The quality of the company's efforts to always meet or exceed consumer expectations.	Product characteristics Reliability
Price (X) ₃	The amount of money charged for a product that consumers exchange for the advantages that the product has. Price is the value of an item that is expressed in money	Price comparison Price match with quality Price match with benefits

Source: Author's Thoughts, 2023

Multiple linear regression analysis is used to test the effect of two or more independent variables on the dependent variable, namely whether the independent variable is positively or negatively related, and to predict the value of the dependent variable if the value of the independent variable increases or decreases (Sugiyono 2016: 77). The equation is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = Consumer Satisfaction

α = Constant

b_1, b_2, b_3 = Regression Coefficient

X_1 = Brand equity

X_2 = Product Quality

X_3 = Price

e = Error term

4. Results and Discussion

4.1. Research Results

It is a series of tests carried out by researchers on the results of questionnaires and other data collection; the following are the results of the tests carried out:

4.1.1. Normality Test

Normality test, namely data, aims to see or test whether, in the regression model, confounding variables or residual values have normal distribution results.

Normality Test

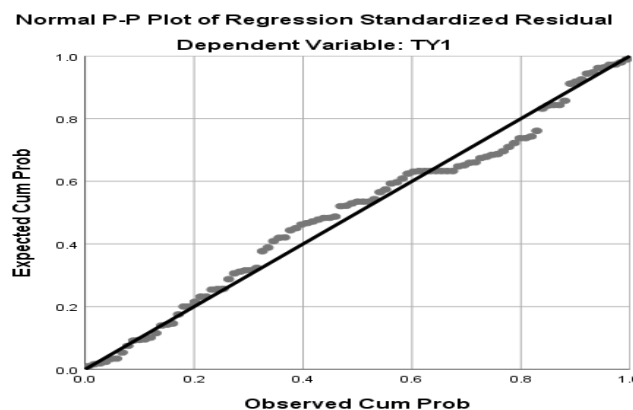


Figure 1 Normality Test

The picture above shows that the data used in this test is normal because the points are close to the diagonal line.

4.1.2. Multicollinearity Test

Table 2. Multicollinearity Test

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	2.535	1.537		
	Brand equity	.466	.102	.437	2.291
	Product Quality	.583	.136	.445	2.248
	Price	.009	.120	.303	3.300

Source: Processed data

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Based on the results above, none of the *tolerance* values are below 0.10, all of them are above 0.10 as well, and the results of the VIF value do not exceed 10, meaning that this research data does not occur multicollinearity.

4.1.3. Heteroscedasticity Test

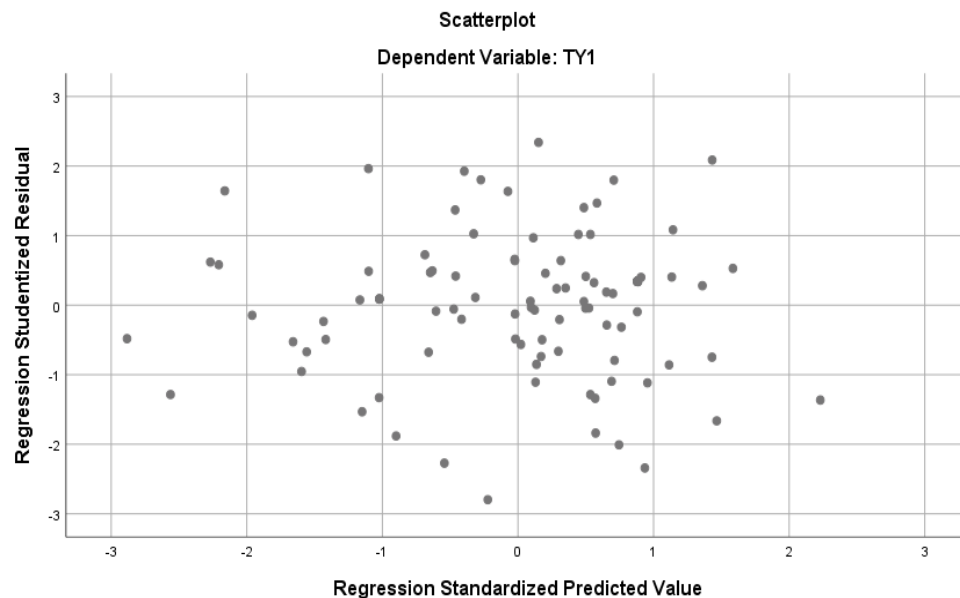


Figure 2. Heteroscedasticity Test

Based on the *Scatterplot* image above, it can be seen that the points on the *Scatterplot* spread above and below/around the number 0, and the data points do not collect only above or below. The distribution of data points does not form a wavy pattern, widening then narrowing and widening again; even the distribution of data points is not patterned. So it can be said that there is no heteroscedasticity in the regression model in the study.

4.1.4. Multiple Linear Regression Test

Table 3 Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	2.535	1.537
	Brand equity (X1)	.466	.102
	Product Quality (X2)	.583	.136
	Price (x3)	.009	.120

Source: Processed data

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = 2525 + 0.466X1 + 0.583X2 + 0.009X3$$

Interpret the multiple linear regression equation regarding the effect of *brand equity*, quality, and price on customer satisfaction. This can be explained as follows:

1. The constant value of 2522 This shows that if *Brand Equity*, Quality, and Price are zero then customer satisfaction is 2522.

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2. The *Brand Equity* regression coefficient of 0.466 positive sign indicates a unidirectional change from *Brand Equity* to customer satisfaction, meaning that *Brand Equity* affects customer satisfaction.
3. The quality regression coefficient of 0.583 with a positive sign indicates a unidirectional change from quality to customer satisfaction, meaning that quality affects customer satisfaction.

The price regression coefficient of 0.009 with a negative sign indicates that there is no unidirectional change from price to customer satisfaction, meaning that price does not affect customer satisfaction.

4.1.5. Hypothesis Test

F test or simultaneous test

That is done to see whether all the independent variables significantly affect the dependent variable.

Table 3 F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	947.239	3	315.746	48.289	.000 ^b
	Residuals	608.097	93	6.539		
	Total	1555.335	96			

a. Dependent Variable: TY1

b. Predictors: (Constant), TX3, TX2, TX1

Source: Processed data

If the calculated F value is greater than the F table or the probability of significance is less than 0.10, then with a calculated F value of 48,289 greater than the F table 2.01 with a significant value of 0.000 supported, together *brand equity*, quality, and price affect consumer satisfaction with bottled drinking water for the Ades brand in the Sekayu City District community, Musi Banyuasin Regency.

T-test or partial test

That is used to see individually or one by one whether the variable has a significant effect or not.

Table 4 T-test

Unstandardized Coefficients					
Model	B	Std. Error	T	Sig.	
1	(Constant)	2.535	1.537	1.649	.103
	TX1	.466	.102	4.570	.000
	TX2	.583	.136	4.286	.000
	TX3	.009	.120	.078	.938

Source: Processed with SPSS Program

Based on the table above, it can be seen that the t value of *Brand Equity* is $4.570 > t_{\text{tabel}} 1.661$ reinforced with a sig value of $0.000 < 0.10$, then *Brand Equity* affects customer satisfaction.

Based on the table above, it can be seen that the t value of quality is $4.286 > t_{\text{tabel}} 1.661$ reinforced with a sig value of $0.000 \leq 0.10$, so quality affects customer satisfaction.

Based on the table above, it can be seen that the calculated t value of the price is $0.078 < t_{\text{tabel}} 1.661$ reinforced with a sig value of $0.938 > 0.10$, so the price has no effect on customer satisfaction.

Determination Coefficient Test

This test is carried out to determine how much influence all the independent variables have and the amount of influence caused by other variables that are not explained.

Table 5 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.596	2.55708

a. Predictors: (Constant), TX3, TX2, TX1

Source: Processed data

Based on the table above, the Adjusted R square value is 0.596 or 59.6%, meaning that *brand equity*, quality, and price influence 59.6% on customer satisfaction. The rest is influenced by other variables that are not examined, such as factors that affect customer satisfaction, namely service or service quality, emotions, and costs.

4.2. Discussion

4.2.1. The influence of *brand equity*, quality, and price on consumer satisfaction of bottled drinking water for the Ades brand in the Sekayu City District community, Musi Banyuasin Regency.

The results of the analysis simultaneously show that with a 90% confidence level which proves that the hypothesis is accepted, meaning that there is a significant effect of *brand equity*, quality, and price on consumer satisfaction with Ades brand bottled drinking water in the Sekayu City District community, Musi Banyuasin Regency. This means that there is an influence of *Brand equity*, quality, and price together on customer satisfaction; this can be proven by the results of the coefficient of determination, which shows that *Brand equity*, quality, and price are 0.596 or 59.6%.

This is in line with Rahayu (2023: 111), which reveals six factors in determining customer satisfaction that must be considered by the company, namely product quality, service or service quality, emotions, price, cost, and *brand equity*.

According to Noviyanti (2020: 62), supported by research, *brand equity* has a positive and significant effect on customer satisfaction. According to Razak (2019: 12), product quality significantly affects customer satisfaction. Mariansyah and Syarif (2020: 82) also state that price positively and significantly affects customer satisfaction.

4.2.2. The effect of *brand equity* on consumer satisfaction of bottled drinking water for the Ades brand in the Sekayu City District community, Musi Banyuasin Regency.

The results of the analysis that with a 90% confidence level that the results of the study, there is a significant effect of *Brand equity* on consumer satisfaction with Ades brand bottled drinking water in the Sekayu City District community, Musi Banyuasin Regency. This means that there is an influence of *Brand equity* on customer satisfaction, this can be proven by the results of the t value $\text{calculated } 4.570 > \text{t-table } 1.661$ reinforced with a sig value of $0.000 \leq 0.10$, so *Brand Equity* affects customer satisfaction.

This is in line with Rahayu (2023: 111), which reveals that there are six factors in determining customer satisfaction that must be considered by the company, namely product quality, service or service quality, emotions, price, cost, and *brand equity*.

This is supported by research from Noviyanti (2020), Park et al (2019), and Shahroodi et al (2020) state that *brand equity* has a positive and significant effect on customer satisfaction. However, it is not in line with the research of Sriwahyuni (2018: 57), Febrian and Ahluwalia (2020) found that *Brand equity* has a negative and insignificant effect on customer satisfaction.

Based on the distribution of respondents' answers in Table IV.8, namely, there are still consumers who do not know the meaning of Ades mineral water, the quality is the same as other mineral water, resulting in a lack of consumer loyalty to Ades mineral water.

The thing that the company does to increase customer satisfaction is to re-brand the point to tell consumers that Ades mineral water has a good meaning and has followed government standards and programs so that it is hoped that later it can generate a sense of consumer loyalty to Ades mineral water products.

4.2.3. The effect of quality on consumer satisfaction of bottled drinking water for the Ades brand in the Sekayu City District community, Musi Banyuasin Regency.

The results of the analysis that with a 90% confidence level that the results of the study, there is a significant effect of quality on consumer satisfaction of Ades brand bottled drinking water in the Sekayu City District community, Musi Banyuasin Regency. This means that there is an effect of quality on customer satisfaction, this can be proven by the results of the t-test, namely the value of t $\text{calculated } 4.286 > \text{t-table } 1.661$ reinforced with a sig value of $0.000 \leq 0.10$, so quality affects customer satisfaction.

This is in line with Rahayu (2023: 111), which states that there are six factors in determining customer satisfaction that must be considered by the company, namely product quality, service or service quality, emotions, price, cost, and *brand equity*.

This is in line with research by Razak (2019: 12) Lesmana (2019), Fintahiasari et al (2020), Aditia et al (2020), Wantara and Tambrin (2019), that product quality have a significant positive effect on customer satisfaction. Meanwhile, research by Mariansyah and Syarif (2020: 88) found that product quality has a negative and insignificant effect on customer satisfaction.

Based on the distribution of respondents' answers in Table IV.9, Ades mineral water is easy to recognize but there are still those who are not too familiar with and Ades mineral water is easy to mix with garbage to reduce waste.

Things that must be fixed again by the company to increase the return of consumers in the Sekayu sub-district to consume Ades mineral water, namely by branding again by conducting

a level of promotion by installing banners in grocery stores or large store agents or by promoting through television media etc. by telling all new consumers and reminding consumers who have consumed Ades mineral water that Ades mineral water has good quality and has carried out an environmental care program so that Ades mineral water can reduce pollution to the environment.

4.2.4. The effect of price on consumer satisfaction of bottled drinking water for the Ades brand in the Sekayu City District community, Musi Banyuasin Regency.

The results of the analysis show that with a 90% confidence level, there is no significant effect of price on consumer satisfaction with Ades brand bottled drinking water in the community of Kota Sekayu District, Musi Banyuasin Regency. This means that there is no effect of price on customer satisfaction, this can be proven by the results of the t-test, namely the value of $t_{\text{calculated}} 0.078 < t_{\text{tabel}} 1.661$ reinforced by a sig value of $0.938 > 0.10$, so price does not affect customer satisfaction.

This is in line with Rahayu (2023: 111), which states that there are six factors in determining customer satisfaction that must be considered by the company, namely product quality, service or service quality, emotions, price, cost, and *brand equity*.

This is in line with the research of Mariansyah and Syarif (2020: 82), Mahmud (2021), Wantara and Tambrin (2019), stating that price has a positive and significant effect on customer satisfaction, while the results of Agung's research (2018: 61) reveal that price has a negative and insignificant effect on customer satisfaction.

Based on the distribution of respondents' answers in Table IV.10, namely the price of Ades mineral water is the same as other brands of mineral water, the price offered is according to the quality and benefits.

The thing that the company must improve is to emphasize again to consumers that Ades mineral water is not the same as other mineral water and the price and quality are not the same, by making affirmations through banner promotions and advertisements on television to tell all consumers that Ades mineral water has great benefits and good quality.

4. Conclusion

Based on the results of research and discussion carried out in the previous chapter, the authors can conclude this study as follows: (1) There is a positive and significant influence between *Brand equity*, quality, and price on consumer satisfaction with Ades brand bottled drinking water in the community of Kota Sekayu District, Musi Banyuasin Regency. (2) There is a positive and significant influence between *Brand equity* on consumer satisfaction of Ades brand bottled drinking water in the community of Kota Sekayu District, Musi Banyuasin Regency. (3). There is a positive and significant influence between quality and consumer satisfaction of Ades brand bottled drinking water in the community of Kota Sekayu Subdistrict, Musi Banyuasin Regency. (4) There is an insignificant influence between price and consumer satisfaction of Ades brand bottled drinking water in the community of Kota Sekayu Subdistrict, Musi Banyuasin Regency.

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