

## Original Article

# Analysis Of The Influence Of Brand Image, Price, Location And Product Quality On Used Clothing Customer Satisfaction At The Monja Horas Aek Tapa Rantauprapat Store

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## Abstract:

In the current era of globalization, the development of the business world is increasingly rapid. One of them is business in the fashion sector. This business cannot be separated from global influence due to a situation that forces developing countries to follow the fashion of developed countries. The aim of this research is to determine the influence of brand image, price, location and product quality on customer satisfaction with used clothing at the Monja Horas Aek Tapa Rantauprapat shop. The results of the research show that brand image, price, location and product quality on used clothing customer satisfaction at the Monja Horas Aek Tapa Rantauprapat store have a significant effect on customer satisfaction partially and simultaneously.

**Keywords:** Brand, location, price, product quality.

## Introduction

In the current era of globalization, the development of the business world is increasingly rapid. One of them is business in the fashion sector. This business cannot be separated from global influence due to a situation that forces developing countries to follow the fashion of developed countries. The needs of modern society vary greatly with changing times, cultural developments, and are closely related to contemporary symbols. Humans have five needs which form levels or also called a hierarchy of needs starting from the easiest to those that are difficult to achieve or obtain. The needs are physiological needs (eating, drinking), security, love, self-esteem (clothing) and actualization. In this article, the author focuses more on the need for self-esteem with the description that the clothes purchased are preloved clothes (used clothes that are resold), but different from used clothes in general, the quality and brand of preloved clothes tends to be of better quality ( [Karimah and Syafrizal 2018](#)).



Used clothing is one of the clothes that people are interested in. Apart from having a style that is different from others, most used clothes also have well-known brands abroad and clothing styles that are not marketable. On the other hand, used clothes are still relatively cheap and affordable among the public. Used clothing traders usually import used goods directly from abroad, such as Singapore, Cambodia, Malaysia, Korea and other Asian countries. The increasing interest in buying used clothes from various groups has resulted in a large demand for used clothes imported from abroad as well. ([Karimah and Syafrizal 2018](#))

Quoted from the dataIndonesia.id channel. Data from the Central Statistics Agency (BPS) notes that imports of used clothing in Indonesia will reach 26.22 tonnes with a value of US\$272,146 in 2022. This amount has increased from the previous year which was 7.94 tonnes with a value of US\$44,136. Because this increase resulted in the government prohibiting permits for the import of second-hand goods in Indonesia and issuing Trade Ministerial Regulation number 40/2022 concerning goods prohibited from import and goods prohibited from export on the grounds that used clothing is considered to threaten the domestic garment/textile industry sector. From the data above, the author wants to examine what factors result in a large demand for used clothes among the public and people's satisfaction in buying used clothes themselves, by highlighting several variables, including:

Brand image. On average, imported used clothing is branded clothing such as Adidas, GAP, Nike, Levi's, Uniqlo, Zara and many other brands, Price. Prices that are relatively cheap and still within reach of the buyer's ability make buyers interested in used clothes. If someone buys a new piece of clothing with the same brand in a shop or supermarket for 200-300 thousand, then buying used clothes with the same brand only costs 20-30 thousand. Usually the price of used clothing is adjusted to the quality, model, brand (brand image) and uniqueness, Location. Its strategic location and easy reach by customers makes it easy for customers to make transactions, think that second-hand goods are quality goods, it's just that they are consumable goods that are resold at low prices.

The Monja Horas shop in Aek Tapa Rantauprapat is the largest used clothing shop in Labuhanbatu Raya district. This shop has a different concept from other similar clothing businesses. Where this business provides used clothing which is usually known as monja/preloved (second hand clothes) but the goods are not ordinary used goods, the clothing shop also provides secondhand clothing specifically branded (second branded) with guaranteed quality and replacement of goods which is usually called open the bales at the beginning of each month. So that used clothes change and not just the same, apart from that, consumers are free to choose and buy used clothes that have been provided. Quality as services, people, processes and environments that meet or exceed expectations. Customers choose the Monja Horas Aek Tapa Rantauprapat shop as a place to shop for used clothes because the used goods are of good quality and the used goods come from abroad and already have well-known brands. Tjiptono in ([Karimah and Syafrizal](#)

2018). The Monja Horas shop also provides used clothes which are relatively cheap and within the reach of people's means. "I bought this Monja clothing. Apart from the price being relatively cheap, the goods are also good and long lasting, if washed many times these Monja clothes last longer than new clothes, here you can also find many imported Monja brands which are still good" said Icha as one of Monja Aek Tapa Rantauprapat's customers. It is very interesting for the author to conduct research in the form of a scientific paper entitled "Analysis of the Influence of Brand Image, Price, Location and Product Quality on Customer Satisfaction of Used Clothing at the Monja Horas Aek Tapa Rantauprapat Store".

## Methods

### Research design

This research design is a causal research design using a quantitative approach. It is said to be causal research because this type of research can help researchers assess marketing initiatives, improve internal processes, and make business plans more effective and aims to obtain evidence of cause-and-effect relationships or influences between research variables. According to Sugiyono in (Chasun 2019) causal research is research that aims to determine the cause-and-effect relationship between the independent variable and the dependent variable. Data was obtained from survey results by distributing questionnaires to respondents who were the objects of research. The cause and effect relationship of this research is to reveal the influence of brand image, price, location and product quality on customer satisfaction with used clothes at the Monja Horas Aek Tapa Rantauprapat store.

The approach method used in this research is a quantitative approach method. According to Sugiyono in (Chasun 2019), the quantitative approach method can be interpreted as a research method based on the philosophy of positivism, which is used to research certain populations or samples, collecting data using research instruments, quantitative or statistical data analysis, aimed at testing established hypotheses.

Population, Sample, and Data Collection Techniques. The population in this study were all consumers who came to the location or who had shopped for used clothes at the Horas Aek Tapa Rantauprapat monja. Meanwhile, the sample in this study is representative of the population in this study of 103 people. According to Arikunto in (Sifa 2017) if the population is less than 100 people, then the total sample size is taken, but if the population is greater than 100 people, then 10-15% or 20-25% of the population can be taken. The data collection method in this research used a saturated sampling technique. Meanwhile, data analysis in this research uses SEM-PLS analysis.

The data collection method is the method used to collect and analyze data from the empirical phenomenon (Silalahi, 2019). The data collection process in this research was carried out through interviews with respondents using questionnaires to obtain the required data. The sample selection method in this research is non-probability sampling, a type of purposive sampling, that is, the author deliberately

selects members of the population who are deemed to be able to provide the information required by Sugiyono in (Najah 2015), this sampling method is used with the consideration of saving time, energy and costs. The research instrument used by researchers in this study was a questionnaire. According to (Najah, 2015) a questionnaire is a form of data collection that is flexible and relatively easy to use, the contents of which are statements or questions that will be answered by the respondent. The questionnaire consists of 2 parts containing the respondent's personal data and questions relating to brand image, price, location and product quality on customer satisfaction using a Likert scale.

## Results

Convergent validity is part of the measurement model which in SEM-PLS is usually called the outer model, while in covariance-based SEM it is called confirmatory factor analysis (CFA) (Mahfud and Ratmono, 2013: 64). There are two criteria to assess whether the outer model (measurement model) meets the convergent validity requirements for reflective constructs, namely (1) loading must be above 0.7 and (2) the p value is significant (<0.05) (Mahfud and Ratmono, 2013 :65). However, in some cases, loading requirements above 0.7 are often not met, especially for newly developed questionnaires. Therefore, loadings between 0.40 - 0.70 must still be considered to maintain or delete reflective indicators (Mahfud and Ratmono, 2013:66). However, in this study the author maintained a loading value of 0.50 – 0.70. Table 1 presents the outer loading values for each statement indicator as follows:

Table 1. Validity Testing Analysis Results based on Loading Values

	CM	H	L	KP	KPL	P Value
<b>CM1</b>	(0.779)	0.076	0.389	-0.117	0.072	<0.001
<b>CM2</b>	(0.680)	0.206	0.120	0.042	0.023	<0.001
<b>CM3</b>	(0.886)	-0.059	-0.242	-0.001	0.037	<0.001
<b>CM4</b>	(0.853)	-0.073	-0.126	0.328	0.044	<0.001
<b>CM5</b>	(0.872)	-0.097	-0.073	-0.122	0.206	<0.001
<b>H1</b>	-0.117	(0.523)	0.833	-0.117	-0.059	<0.001
<b>H2</b>	0.042	(0.937)	-0.190	0.076	-0.059	<0.001
<b>H3</b>	-0.001	(0.944)	-0.096	0.206	-0.073	<0.001
<b>H4</b>	0.328	(0.817)	0.017	-0.059	-0.097	<0.001
<b>H5</b>	-0.122	(0.855)	0.055	-0.073	0.023	<0.001
<b>L1</b>	0.128	0.006	(0.877)	0.006	0.037	<0.001
<b>L2</b>	-0.313	-0.078	(0.692)	0.005	0.044	<0.001
<b>L3</b>	-0.083	0.073	(0.733)	0.002	0.085	<0.001
<b>L4</b>	0.043	-0.033	(0.806)	0.076	0.008	<0.001
<b>L5</b>	-0.046	-0.075	(0.729)	0.206	0.006	<0.001

<b>KP1</b>	0.328	0.085	0.817	(0.759)	0.201	<0.001
<b>KP2</b>	-0.122	0.008	0.855	(0.773)	0.051	<0.001
<b>KP3</b>	0.128	0.006	0.077	(0.506)	0.081	<0.001
<b>KP4</b>	-0.313	-0.078	0.092	(0.405)	-0.313	<0.001
<b>KP5</b>	-0.083	0.073	0.033	(0.802)	-0.083	<0.001
<b>KP6</b>	0.043	-0.033	0.006	(0.776)	0.043	<0.001
<b>KPL1</b>	-0.046	-0.075	0.029	0.206	(0.313)	<0.001
<b>KPL2</b>	0.021	-0.059	-0.046	0.085	(0.901)	<0.001
<b>KPL3</b>	0.054	-0.073	0.021	0.008	(0.328)	<0.001
<b>KPL4</b>	0.034	0.006	0.054	0.006	(0.422)	<0.001

Source: Dataprocessing results, 2024

Based on the loading results in Table 1, it is known that all loading values are above 0.5, which means they have met the validity requirements based on the loading size. Based on the loading results that have been carried out with the WarpPls program.

### Construct Reliability Test

Construct reliability test measurements using Composite Reliability > 0.70, Cronbach's alpha > 0.60, Average Variance Extract > 0.50, and Full Collinearity VIF < 3.3. The results are attached in the following table:

Table 2. Construct Reliability Test

	<b>CM</b>	<b>H</b>	<b>L</b>	<b>KP</b>	<b>KPL</b>
<i>Composite reliab.</i>	0.909	0.812	0.920	0.921	0.821
<i>Cronbach's Alpha</i>	0.873	0.642	0.898	0.821	0.547
<i>Avg. var. extrac.</i>	0.668	0.625	0.624	0.743	0.789
<i>Full Collin. VIF</i>	<u>2.378</u>	<u>1.164</u>	<u>2.348</u>	<u>2.654</u>	<u>2.873</u>

Source: Data Procecing Result, 2024

The composite reliability value of brand image (CM) is 0.909, price (H) is 0.812, location (L) is 0.920, product quality (KP) is 0.921, and customer satisfaction (KPL) is 0.821. It is known that all composite reliability values are above 0.7, which means the variables in this study have met the reliability requirements based on the composite reliability measure. Cronbach's Alpha value of brand image (CM) is 0.873, price (H) is 0.642, location (L) is 0.898, product quality is 0.821, and customer satisfaction (KPL). It is known that all Cronbach's Alpha values are above 0.6, which means the variables in this study have met the reliability requirements based on the Cronbach's Alpha measure.

The Average Variance Extract value of brand image (CM) is 0.668, price (H) is 0.625, location (L) is 0.624, product quality (KP) is 0.743, and customer satisfaction (KPL) is 0.789. It is known that all Average Variance Extract values are

above 0.5, which means the variables in this study have met the requirements based on the Average Variance Extract measure.

Full Collinearity VIF value for brand image (CM) is 2.378, price (H) is 1.164, location (L) is 2.348, product quality (KP) is 2.654, and customer satisfaction (KPL) is 2.873. It is known that all Full Collinearity VIF values are below 3.3, which means the variables in this study have met the requirements based on the Full Collinearity VIF measure.

#### Coefficient of Determination

The interpretation of R Square for each latent variable is the same as the interpretation in regression, changes in the R Square value can be used to assess the influence of brand image, price, location, product quality variables on customer satisfaction.

Table 3. R2 Values for Latent Variables

<b>Variable Laten</b>	<b>R Square</b>
Brand Image	0.131
Price	0.201
Location	0.324
Product quality	0.241

Source: Data Procecing Result, 2024

Table 3 shows that the R2 value or coefficient of determination in the endogenous construct of the brand image variable has an R2 value of 0.131, which indicates that 13.1% of the variation in brand image can be explained by customer satisfaction. Furthermore, the R2 value or coefficient of determination of the price variable is R2 0.201 which indicates that 20.1% of the price variation can be explained by customer satisfaction. The R2 value or coefficient of determination of the location variable is R2 0.324 which indicates that 32.4% of the location variation can be explained. explained by customer satisfaction and the R2 value or coefficient of determination of the product quality variable is R2 0.241 which indicates that 24.1% of the variation in product quality can be explained by customer satisfaction.

#### Hypothesis testing

The indicators used in hypothesis testing in this research are the t values which are compared with the t table values. The hypothesis is declared accepted if the t value is greater than the t table, and the hypothesis is declared rejected if the t value is smaller than the t table with the results of the significance of the path coefficient test. Based on these provisions, the results of hypothesis testing that are accepted and rejected can be seen in Table 4 below:

Table 4. Hypothesis Testing Results

<b>Hipotesis</b>	<b>Path(jalur)</b>	<b>t-value</b>	<b>t-table</b>	<b>Keterangan</b>
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	Dari	Ke			
Hipotesis 1	CM	KPL	1,745	0,67	Accepted
Hipotesis 2	H	KPL	6,018	0,67	Accepted
Hipotesis 3	L	KPL	2,034	0,67	Accepted
Hipotesis 4	KP	KPL	6,339	0,67	Accepted

Source: Data Procecing Result, 2024

The results of testing each hypothesis based on the results of t-statistics and path coefficients in Table 4 are explained as follows, Testing the first hypothesis proves that brand image has a significant effect on customer satisfaction. Based on the results of the inner model evaluation of brand image on customer satisfaction, a statistical t value of 1.745 is produced, where the value is greater than the t table of 0.67, so this hypothesis is declared accepted. The results of hypothesis testing state that brand image influences customer satisfaction, Testing the second hypothesis proves that price has a significant effect on customer satisfaction. Based on the results of the inner model evaluation of price on customer satisfaction, a statistical t value of 6.018 is produced, where the value is greater than the t table of 0.67, so this hypothesis is declared accepted. The results of hypothesis testing state that price influences customer satisfaction, Testing the third hypothesis proves that location has a significant effect on customer satisfaction. Based on the results of the inner model evaluation of location on customer satisfaction, a statistical t value of 2.034 was produced, where the value was greater than the t table of 0.67, so this hypothesis was declared accepted. The results of hypothesis testing state that location influences customer satisfaction, Testing the fourth hypothesis proves that product quality has a significant effect on customer satisfaction. Based on the results of the inner model evaluation of product quality and customer satisfaction, a statistical t value of 6.339 is produced, where the value is greater than the t table of 0.67, so this hypothesis is declared accepted. The results of hypothesis testing state that product quality influences customer satisfaction.

#### Simultaneous Hypothesis Testing

Simultaneous hypothesis testing in SmartPLS can be seen in the results of the F value calculated using the formula  
hitung menggunakan formula

$$\begin{aligned}
 F_{hit} &= \frac{R^2(n-k-1)}{(1-R^2)k} \\
 &= \frac{0,89(100-4-1)}{(1-0,89)4} \\
 &= \frac{8,01}{0,44} \\
 &= 18,21
 \end{aligned}$$



Because  $F_{count}$  is  $18.21 \geq F_{table}$  is  $0.198$ ,  $H_0$  is rejected, which means that there is an influence of brand image, price, location and product quality variables together on customer satisfaction.

### Conclusion

Based on the results of research that has been carried out, the variables of brand image, price, location and product quality have a partial or simultaneous effect on customer satisfaction. It can be seen at the research location that many customers like this product because the products sold are of good quality and very cheap prices and the location of the shop is also very strategic.

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