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The influence of brand awareness, brand loyalty, and perceived quality on customer satisfaction

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ABSTRACT

Seeing the development of the number of Electronic Cigarette users starting to increase, Electronic Cigarette is starting to be used to reduce smoking habits, so it is interesting to find out the factors that cause many people to get used to using Electronic Cigarette. Electronic cigarettes have been created for a long time, but only recently have they been patented by countries around the world, including Indonesia. With the increasing use of e-cigarettes, a person's lifestyle is also changing. In Bali, especially in the city of Denpasar, e-cigarettes have started to develop with 68 e-cigarette shops and 25 liquid manufacturers, with around 50 to 60 thousand users. This statement was reported by Tribun-Bali.com (accessed 5 December 2022). From these data, business competition in the world of e-cigarettes is starting to develop. In this competition, one of the things that can be used as a competitive advantage for a company is customer satisfaction. It is not easy to understand the customer satisfaction process. Customer satisfaction is affected by Brand Awareness, Brand Loyalty, and Perceived Quality. This study used a quantitative method by distributing questionnaires to respondents to 100 employees. The hypothesis of this study is that Brand Awareness has a positive and significant effect on Customer Satisfaction, Brand Loyalty has a positive and significant effect on Customer Satisfaction, Perceived Quality has a positive and significant effect on Customer Satisfaction, and Brand Awareness, Brand Loyalty and Perceived Quality have a positive and significant effect on Customer Satisfaction.

Keywords: Brand awareness, brand loyalty, perceived quality, and customer satisfaction

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INTRODUCTION

As a result of technological developments that are increasingly sophisticated day by day, making the phenomenon of electric cigarette products commonly known in the market as Electronic Cigarette, many people are switching from conventional cigarettes to Electronic Cigarette, thus creating a new trend among young people which is supported by the Nainggolan Statement (2022) stated an innovation, namely the electric cigarette. Smoking using e-cigarettes is quickly becoming a new trend in Indonesian society, from teenagers to late adults.

Electronic Cigarette is an electric cigarette and non-tobacco alternative cigarette that is being favored by young people today. Many smokers switch to using vapor and make vapor a lifestyle for their lovers so that a community is created. Electronic Cigarette has many types and types, for example, mods, and atomizers which have various types, in terms of mod prices, and atomizers there are various kinds, ranging from the most expensive prices to those that customers can afford. This aims to adjust the Customer's ability to buy mods. and atomizers.

In Indonesia, the growth of electronic cigarettes is very rapid. Reporting from vapemagz.co.id (accessed 22 November 2022) it is stated that in 2020, based on data from the Indonesian Personal Vaporizer Association (APVI), Electronic Cigarette users have reached 2.2 million people. and growing rapidly in the last 1 year supported data reported from the 2021 GATS Survey found that in Indonesia the number of e-cigarette users aged 15 years and over increased from 0.3 percent or as many as 480 thousand in 2011 to 3.0 percent or 6.6 million by 2021. Indonesia is also in the 3rd position with the most cigarette users in the world.

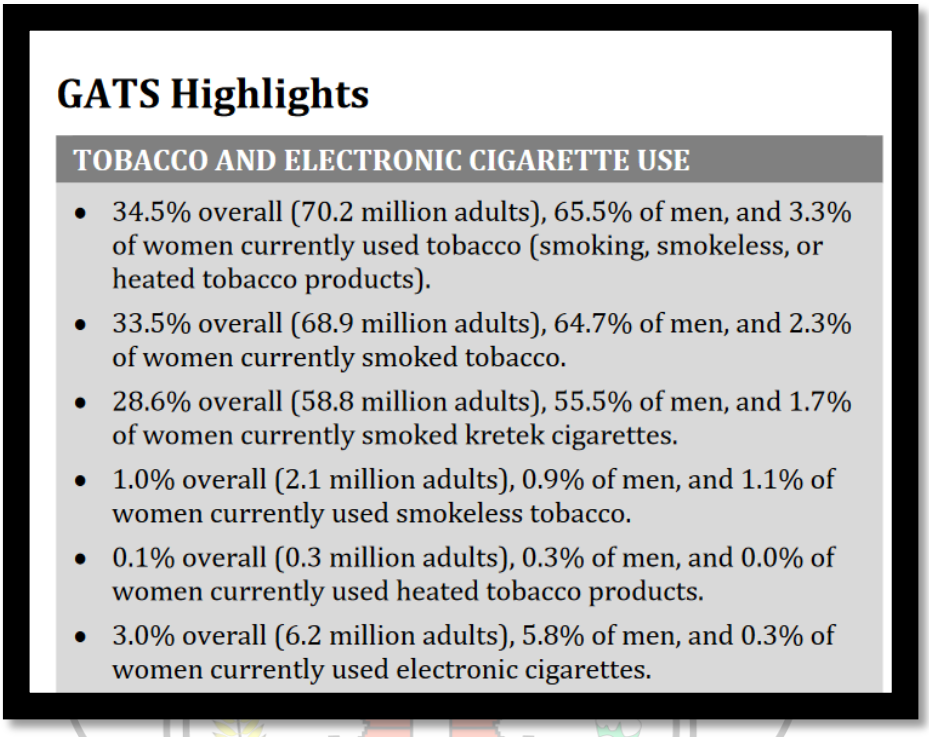

FIGURE 1. Number of Conventional Cigarette and E-Cigarette Users in Indonesia in 2021

In Bali, especially in the city of Denpasar, e-cigarettes have started to develop with 68 e-cigarette shops and 25 liquid manufacturers, with around 50 to 60 thousand users. Customer satisfaction itself will directly or indirectly have an impact on business development, customer satisfaction is something that is sought to meet needs such as goods or services. Vasic et al. in Ristiana (2022) define customer satisfaction as a comparison of expectations and experiences where if customer satisfaction is met, repeat purchases will occur by customers. Hidayah and Anjarwati (2018), customer satisfaction is a selected post-utilization assessment stage that basically meets or exceeds assumptions. whereas dissatisfaction arises when the results (results) are not the same as the assumptions. Accommodation is one of the drivers of fulfilment and is one of the recommendations for using a product or service. Customer satisfaction is influenced by several things such as Brand Awareness of the product, Brand Loyalty, and perceived quality of the product.

According to Surucu et al., (2019), Brand Awareness is customer recognition of a product not only by name but also by the product or service offered. To build brand equity, companies must first build brand awareness to attract customer attention (Amegbe, 2017). High awareness can block the entry of new brands in the minds of customers. Customers usually tend to buy familiar products compared to new products (Sharma, 2017). Companies must also build product advantages so that customers remember the brand so that customers are more interested in buying it (Llopis-Amorós et al., 2019).

Besides that, good brand awareness can also affect customer satisfaction, because a business can be easily recognized by many people. When customers know about a brand, they tend to buy the brand they know more about than they don't. And when products from these brands are of good quality, it can affect their trust. Apart from Brand Awareness, Brand Loyalty also has a role in customer satisfaction. Compared to Brand Awareness, Brand Loyalty has a more important role in maintaining customer satisfaction. For companies, the presence of customers who are loyal to the brand is needed. Brand Loyalty is a very important concept for a company to survive.

In addition to paying attention to the quality of brand awareness, brand loyalty also needs to be considered in terms of Perceived Quality. Perceived quality can also be referred to as the assessment that the Customer gives to the perceived product or service. High-perceived quality values can be achieved when customer expectations are met (Kataria & Saini, 2020). Perceived quality has an important role in building a brand. In many contexts,

the perceived quality of a brand can be an important reason for purchasing and which brands will be considered by customers which in turn will influence customer purchasing decisions which will also affect customer satisfaction.

This research was carried out in Denpasar city, especially for Electronic Cigarette Users. This is because the number of Electronic Cigarette users in Denpasar is the highest compared to other districts. This is also coupled with the fact that there are many vape stores in the Denpasar area, so it is easy to reach the market for e-cigarette users.

There are several research gaps in this study where research (Juan et al., 2021) shows brand awareness has no significant effect on customer satisfaction while research (Febriana & Cuandra, 2022) shows that brand awareness has a significant effect and has a positive relationship with customers.

LITERATURE REVIEWS

Brand Awareness

Brand awareness broadly can be interpreted as a customer's ability to recognize or recall a particular brand. According to Aaker (2017), "Brand Awareness is the ability of a buyer to recognize and recall that a brand is an embodiment of a certain product category". Brand awareness requires a continuum from the feeling of uncertainty that a particular brand is known to the belief that the product is the only one in the product class in question, this continuum can be represented by different levels of brand awareness.

Brand Loyalty

Brand loyalty in general is a form of customer behavior that is loyal to a brand and tends to be loyal or does not switch brands. Meanwhile, according to Mowen and Minor (Hasanah, 2009), brand loyalty is a condition where customers have a positive attitude towards a brand, have a commitment to the brand, and intend to continue their purchases in the future. brand loyalty is a consistent consumer preference for making purchases of the same brand in certain products or services (Pratiwi et al., 2021).

Perceived Quality

Perceived quality in general is an overall Customer assessment of a product or service. According to Tuan & Rajagopal (2017) "Perceived quality is also defined as the Customer's subjective judgment about a product's overall excellence or superiority. According to Snoj et al., (2004) in Marakanon & Panjakajornsak, (2016), perceived quality is also defined as the consumers' judgment about an entity's services containing overall excellence or superiority. It is not determined because it is the perception of the customer and between the customer and the sharp differences in their personality, needs, and perception (Said & Mustaking, 2020).

Customer Satisfaction

Oliver (2015) in Salim & Rodhiah (2022) customer satisfaction is defined as the consumer's response and assessment of the products and services available related to fulfilling consumption that pleases customers. A Customer decision does not stop at the consumption process after the Customer consumption process will usually carry out an evaluation stage of the consumption process. The result of the post-consumption evaluation stage is that Customers are satisfied or dissatisfied with a product, service, or service, satisfaction will encourage Customers to repurchase, while dissatisfied feelings will cause Customers to be disappointed and not repurchase. According to Kotler and Keller (2012), Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance with expectations.

Conceptual Framework

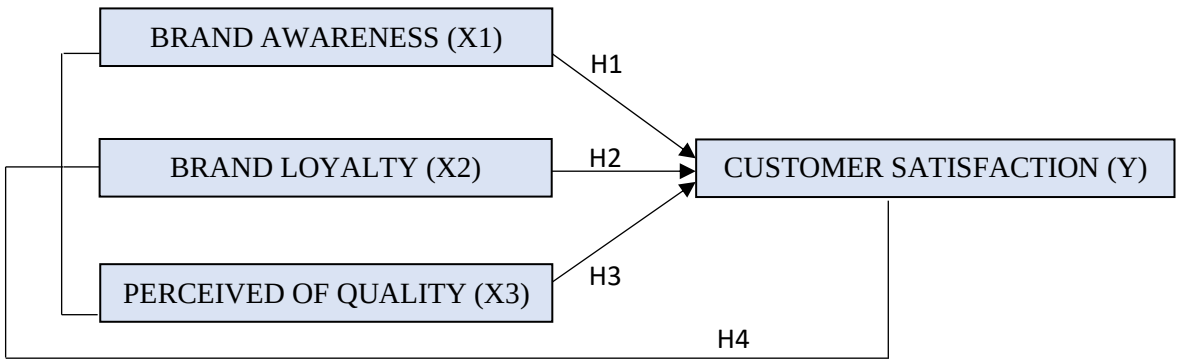

FIGURE 2. Conceptual Framework on The Influence of Brand Awareness, Brand Loyalty, and Perceived Quality on Customer Satisfaction (Study on Electronic Cigarettes Users in Denpasar City)

Research Hypothesis

H1: Brand Awareness has a significant positive influence on Customer Satisfaction
H2: Brand Loyalty has a significant positive influence on Customer Satisfaction
H3: Perceived Quality has a significant positive influence on Customer Satisfaction
H4: Brand Awareness, Brand Loyalty, and Perceived Quality have a significant positive influence on Customer Satisfaction

METHODS

Research Population

A population is a different group of people, whether that group consists of a nation or a group of people with similar characteristics. In statistics, a population is a set of people from which statistical samples are obtained for research. That way, each sorting of people grouped together by ordinary features can be regarded as a population. Furthermore, according to Furchan (2004), the population is an object, all members of a group of people, organizations, or groups that have been clearly defined by the researcher. The population in this study are the number of Electronic Cigarette User in Denpasar. The population number is not yet known with certainty because the number of Electronic Cigarette Users can increase over time.

The sample is defined as a part or characteristic possessed by the population. In this study, the criteria selected as the sample were as follows:

1. Adolescents who are at least 18 years old because according to regulations people who are 18 years old are only allowed to use electric cigarettes.
2. People who have used e-cigarettes are due to find out their experience of satisfaction while using these products.
3. Domiciled in Denpasar.

Research on the effect of Brand Awareness, Brand Loyalty, and Perceived Quality on Customer Satisfaction was carried out using a purposive sampling method by using an accidental sampling technique. That is because the population in this study is not known with certainty given the number of Electronic Cigarette Users.

In multivariate research, the determination of the minimum number of samples is calculated based on the following formula (Ferdinand, 2006):

n = (25 x independent variables)
= 25 x 3 independent variables
= 75 samples

From these calculations determined 75 respondents as research samples. The reason why researchers use the formula above is because researchers consider the intended population to be too large and with varying amounts.

RESULTS AND DISCUSSION

RESULTS

Validity Test

According to Ghozali (2016), the validity test is used to determine whether a questionnaire is valid or valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal the effect of the independent variables on the dependent variable. The validity test is determined by the person's reaction value where the correlation coefficient value is > 0.3, so the item is declared valid.

TABLE 1. Validity Test Result

No.	Variable	Question Item	R-table	Correlation Coefficient	Explanation
1	Brand Awareness (X_1)	$X_{1.1}$	0,3	0.813	Valid
		$X_{1.2}$	0,3	0.797	Valid
		$X_{1.3}$	0,3	0.707	Valid
		$X_{1.4}$	0,3	0.728	Valid
2	Brand Loyalty	$X_{2.1}$	0,3	0.823	Valid
		$X_{2.2}$	0,3	0.762	Valid

	(X_2)	$X_{2.3}$	0,3	0.678	Valid
3	Perceived Quality (X_3)	$X_{3.1}$	0,3	0.824	Valid
		$X_{3.2}$	0,3	0.784	Valid
		$X_{3.3}$	0,3	0.812	Valid
4	Customer Satisfaction (Y)	$Y_{.1}$	0,3	0.791	Valid
		$Y_{.2}$	0,3	0.792	Valid
		$Y_{.3}$	0,3	0.815	Valid
		$Y_{.4}$	0,3	0.757	Valid

Based on the results of the instrument test by distributing questionnaires to 75 respondents, as in the table above, all variable indicators in this study, namely Brand Awareness, Brand Loyalty, Perceived Quality, and Customer Satisfaction are valid because they have a correlation coefficient value is > 0,3.

Reliability Test

The questionnaire is said to be reliable or reliable if the answers of the respondent or someone are consistent, and stable from time to time. According to Ghozali (2014), the Cronbach alpha value is > 0.60, so the instrument is declared reliable.

TABLE 2. Reliability Test Result

No.	Variable	Cronbach's Alpha	Explanation
1	Brand Awareness (X_1)	0.759	Reliable
2	Brand Loyalty (X_2)	0.621	Reliable
3	Perceived Quality (X_3)	0.730	Reliable
4	Customer Satisfaction (Y)	0.798	Reliable

Referring to the reliability tests conducted, Cronbach's Alpha coefficient for each variable exceeds 0.60 which means that the research instrument is reliable.

Data Analysis Technique

This study uses data analysis techniques with multiple linear regression analysis, the aim is to determine the effect of the independent variables on the dependent variable. Then, the feasibility of the regression model by carrying out the classical assumption test which consists of a normality test, heteroscedasticity test, and multicollinearity test. Lastly, testing multiple linear regression analysis by looking at the value of the coefficient of determination and testing the hypothesis with the T-test and F-test.

Classic Assumption Test

Normality Test

According to Ghozali (2016), normality experiments are tried to test whether, in regression form, free elastic and finite elastic or both have a fair distribution not. The form of regression is either having a reasonable distribution of data or close to reasonable. Experiment to determine the fairness of residual data using the Kolmogorov-Smirnov test. Residual data is normally distributed when a significant value exceeds 0.05.

TABLE 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.20010230
Most Extreme Differences	Absolute	.074
	Positive	.043
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of true significance.

Based on the normality test shown in Table above it shows that the Asymp. Sig. (2-tailed) is 0.200 which is greater than 0.05 which indicates that the data is normally distributed, so it can be concluded that the model meets the normality assumption.

Multicollinearity Test

Multicollinearity testing aims to test that there is no correlation between independent variables. A good progression model is there is no multicollinearity (Ghozali, 2018). This test uses VIF and tolerance, where when VIF < 10 and *tolerance* > 0.10, the regression equation does not indicate multicollinearity.

TABLE 4. Multicollinearity Test Result

Coefficients[a]

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.397	1.606		.247	.806		
	Brand Awareness	.440	.088	.452	4.987	.000	.652	1.533
	Brand Loyalty	.441	.150	.273	2.947	.004	.622	1.608
	Perceived Quality	.291	.117	.220	2.482	.015	.672	1.488

a. Dependent Variable: Customer Satisfaction

Table 4 shows that the test results prove that brand awareness, brand loyalty, and perceived of quality y have a tolerance number of > 0.10 and a VIF of < 10, as a result, the form of the regression equation does not indicate multicollinearity.

Heteroscedasticity Test

Heteroscedasticity testing is performed to test for the presence or absence of variance inequality. A good regression equation is a homogeneous one, as a result, it must be free from symptoms of heteroscedasticity.

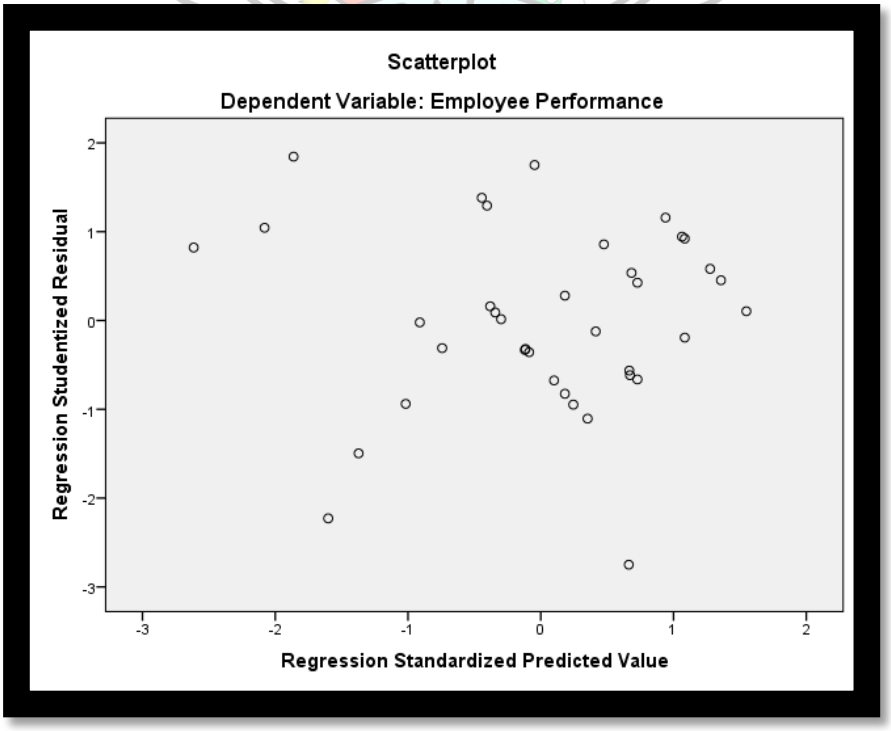

FIGURE 3. Heteroscedasticity Test

TABLE 5. Heteroscedasticity Test

Coefficients[a]

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
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	Brand Loyalty	.441	.150	.273	2.947	.004	.622	1.608
	Perceived Quality	.291	.117	.221	2.482	.015	.672	1.488

a. Dependent Variable: Customer Satisfaction

Referring to Table 5, the test results prove brand awareness, brand loyalty, and perceived quality in absolute residuals have a significance of > 0.05 as a result the form of the regression equation does not indicate heteroscedasticity.

Multiple Regression Analysis

Multiple linear regression analysis models are used to explain the relationship and how much influence each independent variable has on the dependent variable (Ghozali, 2018). The following is the multiple linear regression equation used by the researcher as follows:

$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3$

Information:

Y : Customer Satisfaction
β1X1 : Brand Loyalty
β2X2 : Brand Awareness
β3X3 : perceived quality
α : Constant

TABLE 6. Multiple Linear Regression Results

Coefficients[a]

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.397	1.606		.247	.806		
	Brand Awareness	.440	.088	.452	4.987	.000	.652	1.533
	Brand Loyalty	.441	.150	.273	2.947	.004	.622	1.608
	Perceived Quality	.291	.117	.221	2.482	.015	.672	1.488

a. Dependent Variable: Customer Satisfaction

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

$$\mathbf{Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e}$$
$$\mathbf{= 0.397 + 0.440 + 0.441 + 0.291 + e}$$

1. The constant coefficient is 0.397 which means that if the Brand Awareness, Brand Loyalty, and Perceived Quality variables are at zero (0), Customer Satisfaction will experience an increase.
2. The value of the Brand Awareness regression coefficient is 0.440, meaning that every increase of 1 unit from the Brand Awareness variable will increase Customer Satisfaction as amount 0.440.
3. The value of the Brand Loyalty regression coefficient is 0.441, meaning that every increase of 1 unit from the Brand Loyalty variable will increase Customer Satisfaction as amount 0.441.
4. The value of the Perceived Quality regression coefficient is 0.291, meaning that every increase of 1 unit from the Perceived Quality variable will increase Customer Satisfaction as amount 0.291.

Hypothesis test

Hypothesis testing is used to test the direction of the relationship or effect between the independent variable and the dependent variable. Hypothesis testing, statistically, can at least be measured from the coefficient of determination, the statistical value of F, and the statistical value of t. Statistical calculations are called statistically significant if the value of the statistical test is in a critical area (the area where Ho is rejected). Conversely, it is called insignificant if the value of the statistical test is in the area where Ho was received (Ghozali, 2017).

The coefficient of determination

The coefficient of determination (R2) basically measures the model's ability to explain the dependent variables. The coefficient of determination is between zero and one (0 < R2 < 1). If the value of R2 is 0, it means that there is no influence between the independent variable and the dependent variable. However, if R2 is close to 1, the stronger the influence of the independent variable on the dependent variable.

TABLE 7. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.620	.604	1.225

a. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Loyalty
b. Dependent Variable: Customer Satisfaction

The test results in the table above show that the magnitude (R2) is 0,620. This means that 62% of the Variation in the Customer Satisfaction variable can be explained by Brand Awareness, Brand Loyalty, and Perceived Quality variables. While the rest (100% - 62% = 34%) is explained by other reasons outside the research model.

Simultaneous Significance Test (Statistical Test F)

In simultaneous testing, to test the effect of the independent variables simultaneously on the dependent variable. In this study, the F test was used to test the level of significance value of the influence of brand awareness, brand loyalty, and perceived product quality on e-cigarette customer satisfaction in the city of Denpasar. The selection of decision-making is as follows:

1. If the sig. F <0.05 then H0 is accepted (significant). This shows that the independent variable influences the dependent variable simultaneously.
2. If the sig. F > 0.05 then H0 is rejected (not significant). This shows that the independent variable influences the dependent variable simultaneously.

TABLE 8. Simultaneous F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.168	3	58.056	38.676	.000[b]
	Residual	106.578	71	1.501		
	Total	280.747	74			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Loyalty

Based on the table above, it shows that the value of F = 38,676 and the sig value = 0.000 which is less than 0.05. This means that statistically together (simultaneously Integrated Brand Awareness, Brand Loyalty, and Perceived Quality have a simultaneous and significant effect on customer satisfaction. Thus, the model is considered feasible to test and prove the hypothesis can be continued.

Statistical t-Test

A partial test or T-test is used to determine the effect of each independent variable on the dependent variable. With a significance value of α = 0.05, it means that the possibility of the truth of the conclusions drawn has a 95% probability or a 5% error tolerance. If the significant value is below 0.05, it means that the independent variable influences the dependent variable. Criteria for Decision-Making The results of the t-count are compared with the table, with the following decision-making criteria:

1. If the sig. < 0.05 then the hypothesis is accepted (significant). This shows that the independent variable has a significant influence on the dependent variable partially.
2. If the sig. > 0.05 then the hypothesis is rejected (not significant). This shows that the independent variable does not have a significant effect on the dependent variable partially.

TABLE 9. Partial Regression Test (t-test)

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.397	1.606		.247	.806		
	Brand Awareness	.440	.088	.452	4.987	.000	.652	1.533
	Brand Loyalty	.441	.150	.273	2.947	.004	.622	1.608
	Perceived Quality	.291	.117	.221	2.482	.015	.672	1.488

a. Dependent Variable: Customer Satisfaction

Based on the Table above, namely, the partial regression test (t-test) shows that:

1. The results of testing the effect of the Brand Awareness variable show that the t coefficient is 4,987 with a significance value of 0.000. When compared, the significance value is less than 0.05, which means that H0 is rejected or H1 is accepted. So, Brand Awareness has a positive and significant effect on Customer Satisfaction.
2. The results of testing the effect of the Brand Loyalty variable show that the t coefficient is 2,947 with a significance value of 0,000. When compared, the significance value is less than 0.05, which means that H0 is rejected or H2 is accepted. So, Brand Loyalty has a positive and significant effect on Customer Satisfaction.
3. The results of testing the effect of the Perceived Quality variable show that the t coefficient is 2,482 with a significance value of 0.015. When compared, the significance value is less than 0.05, which means that H0 is rejected or H3 is accepted. So Perceived Quality has a positive and significant effect on Customer Satisfaction.

DISCUSSION

Brand Awareness Toward Customer Satisfaction on Electronic Cigarette Users in Denpasar

Partially testing the significance of the effect of Brand Awareness on Customer Satisfaction on Electronic cigarette users in Denpasar was carried out by conducting a t-test, namely by comparing the significance value of t with α (0.05). Based on the table above, the significant value of Brand Awareness is 0.000 <α (0.05) and the calculated t value is 4,987, which means that H0 is rejected so that H1 is acceptable, so that Brand Awareness has a positive and significant effect on the Customer Satisfaction on Electronic Cigarettes User in Denpasar. From the results of this study, it can be interpreted that the better Brand Awareness of Product Electronic Cigarettes, the higher the Customer Satisfaction of Electronic Cigarettes User in Denpasar.

This is in line with previous research by Bernarto et al., (2020) stated that the higher the brand awareness, the higher the brand image, brand trust, and brand loyalty. This indicates that brand awareness has an important role in predicting brand image, brand trust, and brand loyalty.

Based on the results of the research above and supported by previous research, it shows that Brand Awareness has a positive and significant effect on the Customer Satisfaction of Electronic cigarette users in Denpasar. This is also in accordance with the conditions where the products have having good image and brand in society or public, people will easily purchase them. In terms of that if the product has a good brand people or customers will be satisfied to purchase a good brand or product. So, it will increase Customer Satisfaction among Electronic cigarette users in Denpasar.

Brand Loyalty Toward Customer Satisfaction on Electronic Cigarette Users in Denpasar

Partially testing the significance of the influence of Brand Loyalty Toward Customer Satisfaction on Electronic cigarette users in Denpasar was carried out by conducting a t-test, namely by comparing the significance value of t with α (0.05). Based on the table above, the significance value of Brand Loyalty is 0.004 <α (0.05) and the t-count value is 2,947 which means that H0 is rejected so that H2 is acceptable so that Brand Loyalty has a positive and significant effect on the Customer Satisfaction on Electronic Cigarettes User in Denpasar. From the results of this study, it can be interpreted that the higher or better Brand Loyalty from the product, the higher Customer Satisfaction among Electronic cigarette users in Denpasar.

This result is in line with previous research from Sumitro et al., (2021) state that the brand loyalty factor has the most dominant effect on customer satisfaction. And this means that has provided an emotional attachment that is influenced by the satisfaction felt by Customers. Same with Rohani et al., (2022) said that besides the role of loyalty in mediating brands, service, and customer satisfaction are quite influential. So that in the long term, it can increase sales and, of course, the profits obtained by the GalaMart minimarket.

Based on the results of the research above and supported by previous research, it shows that Brand Loyalty has a positive and significant effect on the Customer Satisfaction of Electronic Cigarette Users in Denpasar. This is also in accordance with the conditions in which people or customers were loyal to the product that they purchased before; it will increase satisfaction because they will repurchase that product in the future.

Perceived Quality Toward Customer Satisfaction on Electronic Cigarette Users in Denpasar

Partially testing the significance of the influence of Perceived Quality Toward Customer Satisfaction on Electronic Cigarettes Users in Denpasar was carried out by conducting a t-test, namely by comparing the significance value of t with α (0.05). Based on the table above, the significant value of Perceived Quality is 0.015 <α (0.05) and the t-count value is 2.482, which means that H0 is rejected so that H3 is acceptable so that Perceived Quality has a positive and significant effect on the Customer Satisfaction on Electronic Cigarettes User in Denpasar. From the results of this study, it can be interpreted that the higher or better the Quality of the product, the higher Customer Satisfaction among Electronic Cigarettes Users in Denpasar.

This is in line with the results of Yeo et al., (2020), the research stated that perceived Quality was found to have the greatest influence on satisfaction. In other words, among brand assets, cognitive and image factors affect Customer satisfaction, but the perceived quality has a greater influence. Supiyandi et al., (2022) there is a positive and significant influence between brand awareness on Customer satisfaction, perceived quality on Customer satisfaction, brand awareness on Customer loyalty, brand association on Customer loyalty, and Customer satisfaction on Customer loyalty.

Based on the results of the research above and supported by previous research, it shows that Perceived Quality has a positive and significant effect on the Customer Satisfaction of Electronic Cigarettes User in Denpasar. This is also in accordance with the conditions where products have good quality that are offered to customers supposed to be can increase satisfaction from customers.

Brand Awareness, Brand Loyalty, and Perceived Quality Toward Customer Satisfaction on Electronic Cigarette Users in Denpasar

Testing the significance of the effect of Brand Awareness, Brand Loyalty, and Perceived Quality Toward Customer Satisfaction on Electronic Cigarettes Users in Denpasar simultaneously is carried out by conducting the F test, namely by comparing the significance value of F with α (0.05). Based on the table above, the significant value of F is calculated for the variable Brand Awareness, Brand Loyalty, and Perceived Quality Toward Customer Satisfaction on Electronic Cigarettes User in Denpasar with a sig value of 0.000 <α (0.05) and an F table value of 38,676 which means Brand Awareness, Brand Loyalty, and Perceived Quality have a significant positive effect on the Customer Satisfaction on Electronic Cigarettes User in Denpasar. From the results of this study, it can be interpreted that better Brand Awareness, Brand Loyalty, and Perceived Quality will increase Customer Satisfaction among Electronic Cigarettes Users in Denpasar.

Based on the results of the research above and supported by previous research, it shows that Brand Awareness, Brand Loyalty, and Perceived Quality have a positive and significant effect on the Customer Satisfaction of Electronic Cigarettes Users in Denpasar. This is also in accordance with the conditions where the product VAPE can have a good brand and image that was built before, can maintain loyalty from customers, and always deliver good quality. If all these aspects can be fulfilled, supposed to be will increase the Satisfaction of Customers with Electronic Cigarettes Users in Denpasar

CONCLUSIONS

From the calculation of the SPSS T-Test (T-Test), it can be seen that the Advertising Stimulus variable has t-count > t-table(3,410> 1,658) and a sig. <α (0.001 <0.05) then H0 is rejected, this means that there is a partially significant positive influence between the Advertising Stimulus variable (X1) on the Effectiveness of Advertising (Y), the Advertising Message variable has t-count > t-table (3.063 > 1.658) and the sig. <α (0.003 <0.05) then H0 is rejected, this means that there is a partially significant positive influence between the Advertising Message variable (X2) on the Effectiveness of Advertising (Y), the Media Advertising variable has t-count> t-table (2.354 > 1.658) and the sig. > α (0.020> 0.05) then H0 is accepted, this means that there is no partially significant positive effect between the Media Advertising variable (X3) on the Effectiveness of Advertising (Y). This research shows that the advertising media at TribunBali are not too effective. From the research result, it can be concluded that in choosing the media to advertise, attention must be taken so that the advertisement is noticed by the public and the public can respond to the content of the advertisement. The content of an ad must match the content of the ad provider. So, the advertisement that is presented in a media must be in accordance with the media that will be used to advertise so that an advertisement works effectively and on target.

There is no simultaneous and significant influence between the Media Advertising (X3) variable on the Effectiveness of Advertising (Y), this can be seen from the results of the correlation analysis obtained by the correlation coefficient of 0.624, which means that the relationship between Media Advertising (X3) and the

Effectiveness of Advertising (Y) is negative and very low. The results of the determination analysis state that the coefficient of determination obtained is 39 percent, this means that the variation of the Advertising Stimulus (X1), Advertising Message (X2), and Media Advertising (X3) variables is able to explain the variation of the Effectiveness of Advertising (Y) variable by 39 percent, while the remaining 61 percent is explained by other variations not examined in this study.

Advertising Stimulus and Advertising Message are the variables that have the most dominant influence on the Effectiveness of Advertising. This can be seen from the results of the significance test, namely the sig value. <α (0.001 <0.05) on the advertising stimulus variable and the sig. <α (0.003 <0.05) on the advertising message variable.

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