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The Influence of Product Quality and Price on Consumer Satisfaction: A Study on the Buttonscarves Brand in Medan in 2024

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Abstract

Indonesia, as the country with the largest Muslim population, holds significant potential in the hijab fashion industry, including for premium local brands such as Buttonscarves. Ideally, premium products offer superior quality at a fair price to ensure consumer satisfaction. However, in reality, differences in consumer perceptions regarding product value are still evident. This study aims to analyze the influence of product quality and price on consumer satisfaction with Buttonscarves in Medan in 2024. A quantitative method was employed using a survey technique involving 96 respondents, and data were analyzed using multiple linear regression with SPSS version 27. The results show that both product quality and price have a positive and significant effect on consumer satisfaction, both partially and simultaneously, with an R^2 value of 68.6%. These findings emphasize the importance of enhancing product quality and pricing strategies in building consumer satisfaction and loyalty in the premium hijab fashion industry.

Keywords: Product Quality, Price, Consumer Satisfaction

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Abstrak

Indonesia sebagai negara dengan populasi Muslim terbesar memiliki potensi besar dalam industri fashion hijab, termasuk brand lokal premium seperti Buttonscarves. Idealnya, produk premium memberikan kualitas unggul dan harga sepadan guna menciptakan kepuasan konsumen. Namun, realitasnya masih ditemukan perbedaan persepsi konsumen terhadap nilai produk. Penelitian ini bertujuan menganalisis pengaruh kualitas produk dan harga terhadap kepuasan konsumen Buttonscarves di Medan tahun 2024. Metode yang digunakan adalah kuantitatif dengan teknik survei terhadap 96 responden, dianalisis melalui regresi linier berganda menggunakan SPSS 27. Hasil menunjukkan bahwa kualitas produk dan harga berpengaruh positif dan signifikan terhadap kepuasan konsumen secara parsial maupun simultan, dengan nilai R^2 sebesar 68,6%. Temuan ini menegaskan pentingnya penguatan kualitas dan penetapan harga dalam membangun kepuasan serta loyalitas pelanggan pada industri fashion hijab premium.

Kata kunci: Kualitas Produk, Harga, Kepuasan Konsumen

Introduction

The fashion industry is one of the sectors experiencing rapid growth in line with the increasing lifestyle trends and public awareness of appearance. In today's modern era, fashion is not only considered a secondary need but has also become an essential part of individual identity and lifestyle. The rapid changes in consumer preferences and the high level of competition among brands require businesses to continuously innovate in terms of products, services, and marketing strategies (Azaria et al., 2023). One of the key success factors in the fashion industry is a brand's ability to maintain product quality and offer prices that align with the value perceived by consumers. Quality and price are crucial elements in creating sustainable satisfaction and customer loyalty toward a brand.

Buttonscarves, as one of the rising Muslim fashion brands in Indonesia, has successfully positioned itself as a widely recognized brand offering premium hijabs and fashionable, elegant accessories. This brand is known for its high-quality materials, exclusive designs, and strong digital marketing strategies (Rakhmawati Arsji, 2022). In the city of Medan, Buttonscarves has a considerable consumer base, particularly among urban young women who follow fashion trends and have medium-to-high purchasing power. However, with the increasing number of local and international competitors entering the market, a major question arises regarding the extent to which product quality and price influence customer satisfaction with Buttonscarves, especially in the Medan region.

Ideally, consumers will feel satisfied when the products they purchase meet their expectations in terms of quality and price (Purwati et al., 2023). However, in reality, there have been several complaints from consumers regarding a mismatch between the product's price and quality, long delivery times, and a lack of product

variety in some local outlets. This creates a gap between consumer expectations and their actual experiences, which has the potential to decrease satisfaction levels toward the brand. Therefore, the main issue addressed in this research is how product quality and price influence consumer satisfaction with Buttonscarves in Medan in 2024.

This study aims to empirically examine and analyze the influence of product quality and price on consumer satisfaction with the Buttonscarves brand in Medan. Using a quantitative approach, the research will identify the relationship and significance between the two independent variables (product quality and price) and the dependent variable (consumer satisfaction). The contribution of this research is expected to provide deeper insights for business actors, especially the management of Buttonscarves, regarding the importance of maintaining a balance between quality and price to ensure customer satisfaction. In addition, this research can serve as both an academic and practical reference in marketing management studies, particularly concerning consumer behavior in the Muslim fashion industry.

Literature Review

Studies on the influence of product quality and price on consumer satisfaction are not new; several researchers have already discussed and published works on this topic using various methods and approaches. Marissa Grace Haque, in her work titled; *"Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian"*, examined how the variables of product quality and price influence consumer purchasing decisions, both simultaneously and partially. This study employed a quantitative approach using linear regression analysis and found that both product quality and price have a significant impact on purchasing decisions (Haque, 2020). The similarity between her study and the present research lies in the focus on the independent variables—product quality and price—as well as their influence on consumer behavior. However, the difference lies in the dependent variable; Marissa's research focuses on purchasing decisions, whereas the current study is directed toward consumer satisfaction after the purchase, which represents an evaluative aspect of post-consumption.

Erwin Permana et al., in their work titled; *"Analisis Strategi Digital Marketing Pada Produk Fashion Buttonscarves"*, highlight how the Buttonscarves brand develops digital marketing strategies through social media, influencers, and visual branding approaches. This research emphasizes how digital strategies shape consumer perceptions of the brand, including perceptions of product quality and value. The findings show that effective digital marketing can shape the image of product quality in the eyes of consumers (Permana et al., 2024). The similarity between this study and the present research lies in the research object—namely, the Buttonscarves brand—and the indirect link to perceptions of product quality. However, unlike this study, which focuses on digital marketing strategies, the present research emphasizes the relationship between product quality and price and their impact on final consumer satisfaction as a result of the product usage experience.

Fadhilah Nur Oktaviani et al., in the article titled "*Product Innovation and Diversification: Buttonscarves' Strategy in Maintaining Brand Relevance*", discuss the product innovation and diversification strategies undertaken by Buttonscarves to remain relevant in the dynamic Muslim fashion market. This research uses a qualitative approach to explore how design innovation, product variants, and brand collaborations enhance the competitiveness of Buttonscarves. The main findings show that the success in maintaining brand relevance heavily depends on consistent quality and product diversity (Oktaviani et al., 2025). The similarity with the current study is evident in the focus on the Buttonscarves brand and the role of product quality, yet this research does not address price or consumer satisfaction as outcome indicators of the strategy, which are the core focus of the present study.

Based on the literature review above, it is evident that previous studies have explored various aspects related to product quality, price, marketing strategies, and innovation in the context of the Buttonscarves brand. However, no study has been found that directly examines the simultaneous influence of product quality and price on consumer satisfaction, particularly in the Medan area in 2024. Therefore, this research fills a gap in the literature (research gap) concerning the evaluative aspect of post-purchase consumer behavior within a more recent and localized context. This study not only offers a new perspective on the behavior of Muslim fashion consumers but also contributes to the literature on the relationship between product attributes and customer satisfaction in the context of the local premium fashion industry.

Theoretical Framework

Product Quality

Product quality is a fundamental aspect in the world of business and marketing that directly affects consumer satisfaction and loyalty. When someone purchases a product, their primary expectation is to receive something that optimally meets their needs and desires. A quality product is typically capable of fulfilling these expectations in terms of function, comfort, aesthetics, and durability. Therefore, quality is not only about technical performance but also reflects the overall value perceived by the consumer during their use of the product (Nurseha et al., 2024). Consumers do not assess product quality from a single aspect. Their evaluation is usually comprehensive and influenced by various factors, including price, design, packaging, and brand reputation.

Personal experience in using a product also becomes a key benchmark in shaping the perception of quality. If the product provides a positive experience—such as comfort during use, results that meet expectations, and durability—consumers are more likely to perceive it as high quality. On the other hand, a single negative experience can immediately lower the consumer's perception of the product's quality (Christine & Budiawan, 2017). In the fashion industry, for instance, assessing product quality becomes even more complex. Fashion consumers demand not only durable and strong products but also items that are comfortable to wear, trend-conscious, and reflective of their lifestyle. Aspects such as materials used, stitching techniques, comfort when worn, and accurate sizing

are crucial elements that must be considered by manufacturers. Fashion is not merely about function, but also about identity and self-expression. Therefore, fashion products must effectively combine functionality with emotional appeal.

Product quality can be viewed through several indicators. These include the product's performance, or how well the product performs its primary function; features or added-value elements; and reliability, which reflects the consistency of performance over time. In addition, conformance to specifications is vital, as it shows that the manufacturer values consumer expectations. Durability is another key indicator, especially for products that are used regularly (Fitria et al., 2022). Equally important is perceived quality, or how the product is viewed in the eyes of consumers, which often becomes the deciding factor in purchase decisions.

Companies that consistently maintain product quality will find it easier to build consumer trust. In the long run, this can foster strong loyalty and create a positive brand image in the minds of the public. Conversely, if product quality declines or fails to meet market expectations, consumers will quickly switch to other brands perceived as superior. Therefore, maintaining quality is not only the responsibility of the production division but a collective duty of all elements within the company (Lestari et al., 2021). It is undeniable that, amid increasingly fierce market competition, product quality has become one of the most significant differentiators between brands. Today's consumers tend to be more critical and selective when choosing products. They consider not only the price, but also the long-term benefits and overall experience offered by the product. In this context, quality becomes a strategic strength that not only attracts new buyers but also preserves the loyalty of existing customers.

Price: Indicators and Its Role

Price is one of the most vital elements in the marketing mix that directly influences a company's sustainability and profitability. As a representation of a product's value, price is not merely a nominal figure paid by the consumer—it also reflects the product's or brand's positioning in the consumer's mind. In this context, price becomes a symbol of quality, prestige, and the market segment targeted by the producer (Winartanti & Damayanti, 2023). Products that are well-packaged and well-promoted can typically be sold at relatively high prices because consumers perceive them as having added value worth paying for.

Unlike other elements in the marketing mix, such as product or distribution channels—which often require long-term decisions—price is highly flexible and can be adjusted in a short time. This makes price a highly strategic tool in responding to market dynamics. Price adjustments can be made to attract consumer attention, counter competition, or adapt to the purchasing power of the target market. However, pricing must be done carefully (Ayu et al., 2025). If the price is too high, the product may become unaffordable for the target consumers and be seen as lacking proportional value. Conversely, if the price is too low, the product may be perceived as cheap and damage the brand image.

Price also plays a major role in shaping consumer perceptions of a product. Consumers often associate price with quality—the more expensive a product is, the higher their expectations for its quality. However, this perception is not universal, as each individual has different perspectives when evaluating price.

Factors such as income, lifestyle, experience, and even social environment can influence how consumers view the price of a product and whether they consider it fair or not (Daulay & Handayani, 2021). In the decision-making process, price becomes one of the main considerations. Consumers tend to make rational evaluations about what they receive in exchange for what they spend.

Therefore, the set price should reflect the value offered by the product, in terms of quality, benefits, comfort, or the symbolic status it may convey. According to Kotler and Armstrong (2018), price can be analyzed through several indicators, such as affordability, the appropriateness of the price to the product's quality, and the value of the product compared to alternatives in the market. In the fashion industry, including brands like Buttonscarves, price is an important indicator in shaping perceptions of exclusivity and aesthetic value. Fashion consumers do not purchase solely for functional needs but also to express identity and lifestyle. Therefore, price is not only determined by production costs, but also influenced by brand strategy, positioning, and market perception of the product. An appropriate price can strengthen a brand's premium image, attract specific market segments, and provide a satisfying purchasing experience for consumers.

Consumer Satisfaction

Consumer satisfaction is one of the primary indicators that reflects the success of a product or service in the eyes of the market. In the context of modern marketing, satisfaction is no longer measured merely by how frequently consumers purchase a product, but delves deeper into psychological aspects—namely, the extent to which consumers feel satisfied after purchasing and using the product (Wardani et al., 2024). This satisfaction arises from an evaluation process carried out consciously or unconsciously by consumers, based on their actual experience compared to their initial expectations prior to the purchase.

Essentially, consumers have certain expectations when deciding to purchase a product. These expectations can be shaped by various factors such as advertising, brand reputation, price, personal experience, or recommendations from others. If, after using the product, consumers feel that the outcome meets or even exceeds their initial expectations, a sense of satisfaction will emerge. Conversely, if the product fails to deliver the expected benefits, disappointment will reduce the level of satisfaction and may even lead consumers to switch to another brand.

Consumer satisfaction is also closely related to emotional aspects. It is not only about the functional benefits of the product but also about the comfort, pleasure, and sense of being valued that consumers experience after making a purchase. In this regard, the experience of using the product becomes subjectively valuable, as it involves the consumer's personal judgment on various aspects such as quality, price, service, and overall brand image. Therefore, products that succeed in touching the emotional side of consumers have a greater potential to generate loyalty and repeat purchases (Sari et al., 2024).

In the fashion industry—such as with the Buttonscarves brand—consumer satisfaction is a critical aspect that cannot be overlooked. Fashion products are not chosen merely for their practical function, but also for their aesthetic appeal, comfort, and the identity they represent. Fashion consumers tend to have high

expectations regarding design, materials, appearance, and product exclusivity. As such, their satisfaction depends greatly on the extent to which the product aligns with their lifestyle, personal needs, and tastes (Shirazi, 2016). When consumers are satisfied with their fashion product experience, they are not only likely to make repeat purchases but also to recommend the product to others as a form of loyalty born out of satisfaction.

Furthermore, consumer satisfaction plays a vital role in shaping a brand's long-term reputation. Brands that consistently provide a pleasant experience will gain a positive image in the eyes of the public. On the other hand, failure to meet consumer expectations can lead to negative outcomes, such as poor reviews, loss of customers, and a decline in the brand's market competitiveness. Therefore, companies must make consumer satisfaction a central focus in developing product and marketing strategies—including pricing decisions and product quality assurance.

Research Methodology

This study uses a quantitative approach with a survey method to measure the influence of product quality and price on consumer satisfaction with the Buttonscarves hijab brand in Medan City in 2024. This type of research is associative in nature, aiming to determine the relationship and influence between the independent variables (product quality and price) and the dependent variable (consumer satisfaction) (Telaumbanua et al., 2024). The population in this study includes all Buttonscarves consumers in Medan City who have purchased hijab products from the brand during 2024. Since the exact population size is unknown, the sample size was determined using the Lemeshow formula, which is appropriate for infinite (unknown) populations.

The researcher used the Lemeshow formula with a margin of error of 10%. The use of this formula is considered relevant because the number of Buttonscarves product users in Medan is fluctuating and cannot be precisely determined. The Lemeshow formula used is as follows:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2}$$

With:

n = Required sample size

Z = Z-value at a 95% confidence level (1.96)

P = Estimated population proportion (0.5)

d = Margin of error (0.10)

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,10^2} = \frac{3,8416 \cdot 0,25}{0,01} = \frac{0,9604}{0,01} = 96,04$$

Based on the calculation, a sample size of 96.04 was obtained, which was then rounded to 96 respondents. Thus, the total number of samples in this study is 96 individuals. The sampling technique used was purposive sampling, which involves selecting respondents based on specific criteria—namely, consumers residing in Medan City who have made at least one purchase of a hijab product from the Buttonscarves brand during the year 2024.

Data collection was conducted through the distribution of closed-ended questionnaires containing several statements related to the variables of product quality, price, and consumer satisfaction. Each statement was measured using a 4-point Likert scale to assess the respondents' level of agreement, ranging from strongly disagree to strongly agree. The collected data were analyzed using multiple linear regression analysis to determine the simultaneous and partial effects of product quality and price on consumer satisfaction. Before conducting the regression analysis, the data were first tested for validity and reliability, as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity tests to ensure the data's suitability for the regression model.

Results and Discussion

Validity Test

The validity test aims to assess the feasibility of the questionnaire as a research instrument (Yusup, 2018). In this study, the validity test was carried out by correlating the score of each item with its total score. The item score is considered as the X value, while the total score is considered as the Y value. If the item score has a significant positive correlation, it indicates that the item can be used as an indicator to measure the variable using the product-moment correlation technique. The data is considered valid if the result shows $r\text{-calculated} > r\text{-table}$. Based on this explanation, it can be concluded that the results of the data processing for the corrected item-total correlation validity test using SPSS version 27.0 are presented in the following table:

Question Number		Variable	Coefficient	Critical Value (r-table)	Note
				5 % (N=96)	
			Correlation (r-calculated)		
1	X1.1	Product Quality (X1)	0,832	0,201	Valid
2	X1.2		0,673	0,201	Valid
3	X1.3		0,761	0,201	Valid
4	X1.4		0,722	0,201	Valid
5	X1.5		0,695	0,201	Valid
6	X2.1		0,705	0,201	Valid
7	X2.2		0,708	0,201	Valid

8	X2.3	Price(X2)	0,692	0,201	Valid
9	X2.4		0,718	0,201	Valid
10	X2.5		0,849	0,201	Valid
11	Y1.1	Customer Satisfaction (Y)	0,845	0,201	Valid
12	Y1.2		0,698	0,201	Valid
13	Y1.3		0,749	0,201	Valid
14	Y1.4		0,784	0,201	Valid
15	Y1.5		0,722	0,201	Valid

Source: Research Data 2025

Based on the table above, it can be seen that all statement items have an r-calculated value greater than the r-table value (0.201), so it can be concluded that the validity test results for all variables are declared valid.

Reliability Test

The reliability test was conducted using internal consistency or the degree of answer accuracy (Forester et al., 2024). For this test, the Statistical Package for the Social Sciences (SPSS) was used. The reliability test aims to determine the consistency of respondents' answers. To perform this test, the researcher used SPSS version 27.0. A reliability coefficient of less than 0.6 is considered poor, while a coefficient greater than 0.6 and approaching 1 indicates good instrument reliability.

No	Variable	Minimum Reliability Value	Cronbach's Alpha Value	Reliability
1.	Product Quality (X1)	0,6	0,792	Reliable
2.	Price (X2)	0,6	0,786	Reliable
3.	Customer Satisfaction (Y)	0,6	0,818	Reliable

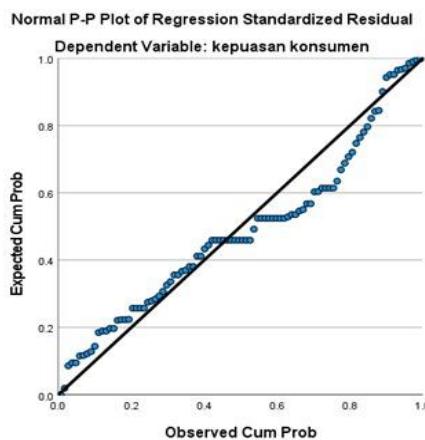
Source: Research Data 2025

The results of the reliability test can be seen from the Cronbach's Alpha value. A good reliability value is one that approaches 1. "Reliability less than 0.60 is considered poor, while a value above 0.60 is acceptable, and reliability with a Cronbach's Alpha of 0.80 or higher is considered good." Based on the reliability test results above, it can be concluded that the reliability of the Respondent Performance variable, as well as the variables of Consumer Satisfaction, Product

Quality, and Price, are all reliable since the values exceed 0.60.

Normality Test

To test the normality of the data, this study employs a graphical analysis generated through regression calculations using SPSS. Normally distributed data is indicated by the spread of data points around the diagonal line. The results of the normality test can be seen in the following figure:



Based on the figure, it can be concluded that the data used indicates normality. The analysis of the graph above shows that the points are scattered around the diagonal line, and their distribution follows the direction of the diagonal. "If the data points are distributed around the diagonal line and follow its direction, then the regression model meets the assumption of normality. Conversely, if the data points are spread far from the diagonal line and/or do not follow its direction, then the regression model does not meet the normality assumptions." Therefore, the regression model is appropriate to be used for predicting consumer satisfaction based on the input of independent variables.

Multicollinearity Test

The multicollinearity test is a regression analysis procedure used to determine whether there is a high linear relationship among the independent variables. The purpose is to detect whether two or more independent variables are strongly correlated, which can interfere with the accuracy of regression coefficient estimations (Yaldi et al., 2022). High multicollinearity causes the regression coefficients to become unstable and difficult to interpret, as well as leading to invalid significance values due to increased standard errors.

Common methods used to test for multicollinearity include examining the values of the Variance Inflation Factor (VIF), Tolerance, and the correlation among variables. A VIF value greater than 10 or a Tolerance value below 0.1 indicates the presence of high multicollinearity.

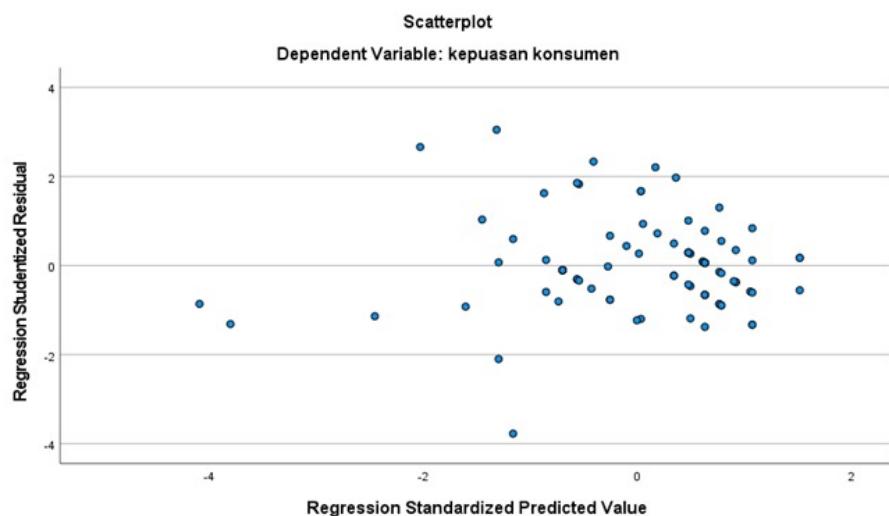
No	Independent Variable	Tolerance	VIF	Note
1.	Product Quality	0,441	2,268	Non Multikolinieritas
2.	Prince	0,441	2,268	Non Multikolinieritas

Source: Research Data 2025

Based on the table, it can be seen that none of the independent variables have a Tolerance value less than 0.10, which means there is no correlation among the independent variables. The calculation results of the Variance Inflation Factor (VIF) also show the same —none of the independent variables have a VIF value greater than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model used in this study.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to examine whether there is a variance inequality in the regression model (Subhaktiyasa, 2024). If the variance of the residuals across observations remains constant, it is referred to as homoscedasticity; if it varies, it is called heteroscedasticity. A good regression model is one that exhibits homoscedasticity or, in other words, does not show signs of heteroscedasticity.



From the heteroscedasticity test chart, the points appear to be randomly scattered, without forming any clear or specific pattern, and are spread both above and below the value of 0 on the Y-axis. This indicates that heteroscedasticity is not present in the model.

Descriptive Analysis

Descriptive analysis of respondents' answers is a presentation of data regarding the perceptions of ready-to-wear clothing traders, obtained through questionnaires given to the respondents. It serves as an explanation of the research findings based on questions related to the variables of Product Quality, Price, and Customer Satisfaction.

Coefficient of Determination

The coefficient of determination (R^2) is used to determine the extent of the relationship between independent variables and the dependent variable in partial terms. A low R^2 value indicates that the independent variables have a limited ability to explain the dependent variable. The results of the correlation test between variables X and Y in this study can be seen in the following table;

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	0,693	0,686	1,40162

a. Predictors: (Constant), Price (X2), Product Quality (X1)

Based on the table above, the correlation coefficient (R) obtained is 0.832, indicating that there is an 83.2% relationship between the independent variables and the dependent variable. This means that the factors of product quality (X1) and price (X2) have a very strong relationship with consumer satisfaction (Y) for the Buttonscarves brand in Medan in 2024. Meanwhile, the coefficient of determination (R^2) obtained is 0.686, which means that 68.6% of the variations in the dependent variable (consumer satisfaction with the Buttonscarves brand in Medan) can be explained by changes in the factors of product quality (X1) and price (X2). The remaining 31.4% is explained by other factors outside of these two research variables (product quality and price), such as promotion, brand image, and others.

Hypothesis Testing

Based on the statistical calculations of the t-test (Partial Test) using the SPSS program, as shown below:

Variabel Independen	Variabel Dependen	t calculated	t table	K
			L	
Product Quality (X ₁)	Consumer Satisfaction (Y)	3,857	1,986	Significant
Price (X ₂)		6,390	1,986	Significant

Source: Research Data 2025

The effect of the product quality variable (X₁) on consumer satisfaction (Y) partially can be seen in the table above, where the calculated t-value is 3.857, which is higher than the t-table value of 1.986. Based on these results, the alternative hypothesis (H_{a1}) is accepted and the null hypothesis (H₀₁) is rejected. This indicates that, partially, product quality has a significant influence on consumer satisfaction with the *Buttonscarves* brand in Medan City. In other words, policies related to improving product quality have been proven to affect consumer satisfaction.

Meanwhile, the influence of the price variable (X₂) on consumer satisfaction (Y) was also analyzed partially and presented in the table. The calculated t-value is 6.390 with a significance level of 0.001, while the t-table value at a 0.05 significance level is 1.986. Since the calculated t-value is greater than the t-table value, H_{a2} is accepted and H₀₂ is rejected, which means that price also has a significant effect on consumer satisfaction with the *Buttonscarves* brand in Medan. This indicates that the pricing strategy implemented by the company also determines consumer satisfaction in purchasing and using a product.

To examine the effect of product quality and price simultaneously on consumer satisfaction, an F-test (simultaneous test) was conducted. This test aims to determine whether the two independent variables together have a significant influence on the dependent variable. The decision criterion is that if the calculated F-value is greater than the F-table value, then the null hypothesis is rejected and the alternative hypothesis is accepted. Conversely, if the calculated F-value is less than the F-table value, the null hypothesis is accepted. The results of the simultaneous analysis can be seen in the table.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	412.453	2	206.227	104.974	.000 ^b
	Residual	182.703	93	1.965		
	Total	595.156	95			

Source: Research Data 2025

Based on the calculation results, the F-count value is 104.974 with a significance level of 0.000, while the F-table at a 95% confidence level ($\alpha = 0.05$) is 3.09. By comparing the F-count with the F-table, it is found that F-count (104.974) $>$ F-table (3.09). The decision is that H03 is rejected and Ha3 is accepted, meaning that simultaneously the variables of product quality (X1) and price (X2) have a highly significant effect on consumer satisfaction with the Buttonscarves brand in the city of Medan. Based on the research results, product quality and price significantly influence consumer satisfaction with the Buttonscarves brand in Medan in 2024.

This study aligns with previous research by Khasbullah et al. (2024), Maini et al. (2024), and Suhendri et al. (2024), as the variables studied similarly affect consumer satisfaction. Therefore, the implication of this study is that the current product quality is capable of increasing customer loyalty, as Buttonscarves provides good products to customers, the products are durable in the long term, and the quality is trusted by consumers—positively impacting consumer satisfaction. The current product quality of Buttonscarves is already good and thus enhances consumer satisfaction, which in turn fosters consumer loyalty toward the Buttonscarves brand.

Furthermore, regarding price, it can be explained that price currently has an influence on consumer satisfaction. This can be seen from the pricing offered by the company, which is reasonable or appropriate for the quality and offers many variations or choices. The prices offered by Buttonscarves are in line with the product quality, making consumers feel satisfied with the products offered by Buttonscarves. This means that even though the prices are high, consumers are still confident to make purchases and feel satisfied due to the good product quality and the well-known brand.

Conclusion

Based on the research findings, it was discovered that product quality and price have a positive and significant influence on consumer satisfaction with the Buttonscarves brand in Medan. Consumers responded positively to the brand's exclusive designs, high-quality material selection, and neat, elegant finishing. These aspects collectively shape a favorable perception of the value consumers derive from the products they purchase. On the other hand, Buttonscarves' pricing strategy is perceived as effectively reflecting the premium value and image of its products, thereby creating a balance between the price paid and the perceived

benefits. This indicates that consumers are not merely seeking affordable products, but rather those that align with the quality and aesthetic value being offered.

Thus, it can be concluded that the combination of superior product quality and competitive pricing plays a crucial role in shaping overall consumer satisfaction. These findings not only provide deeper insights into the behavior of local fashion brand consumers in Medan, but also offer valuable input for Buttonscarves' future marketing strategies. The company is advised to maintain its product quality while periodically evaluating pricing to remain relevant and competitive in the market. Furthermore, future research could expand upon this study by incorporating additional variables such as consumer loyalty or brand perception to obtain a more comprehensive understanding.

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