



The Influence of Product Quality and Brand Image on Consumer Satisfaction of Suzuki Ertiga Community Members in Surabaya City

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Abstract: The increasingly competitive automotive industry encourages companies to improve product quality and build brand images that can create customer satisfaction. This study aims to analyze the influence of product quality and brand image on customer satisfaction among members of the Suzuki Ertiga community in Surabaya. The study used a quantitative approach with a survey method. The study population was 157 members of the Suzuki Ertiga community in Surabaya, with a sample of 113 respondents determined using purposive sampling techniques and the Slovin formula. Data were collected through a four-point Likert scale questionnaire supported by limited observations and interviews. Data analysis was carried out using descriptive statistics, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and t-tests with the help of SPSS version 31. The results showed that product quality and brand image had a positive and significant effect on customer satisfaction, with brand image showing a greater regression coefficient than product quality. The coefficient of determination value of 30% indicates that both variables explain 30% of the variation in customer satisfaction. These findings indicate that product quality and brand image are significantly associated with consumer satisfaction among Suzuki Ertiga community members in Surabaya.

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Introduction

The automotive industry in Indonesia is experiencing rapid growth in line with the increasing public demand for practical and efficient transportation. Motorized vehicles are no longer merely a means of transportation, but have also become part of people's lifestyles and support their daily

activities. According to data from the Central Statistics Agency (BPS), the number of motorized vehicles, particularly passenger cars, continues to increase year after year. This condition indicates the high public demand for private vehicles, thus encouraging automotive companies to continue innovating in producing products that can meet the increasingly diverse needs and preferences of consumers. Therefore, companies are required to improve product quality while building a positive brand image to achieve customer satisfaction.

Competition in the automotive industry is also increasingly visible in the Multi Purpose Vehicle (MPV) segment, which is filled by various brands, such as the Toyota Avanza, Mitsubishi Xpander, and Suzuki Ertiga. Sales data shows that Suzuki is experiencing fluctuating sales growth, so the company needs to continue to improve the competitiveness of its products amidst increasingly fierce competition. The Suzuki Ertiga, as an MPV vehicle, is designed to meet the needs of a comfortable, efficient, and economical family vehicle with advantages in the form of fuel efficiency, spacious passenger capacity, and competitive prices. In these competitive conditions, product quality and brand image are important factors because both play a role in shaping consumer perceptions and determining the level of satisfaction after using the product.

Customer satisfaction is one indicator of a company's success in retaining customers. This level of satisfaction is influenced by various factors, including product quality and brand image. Product quality reflects a product's ability to deliver performance that meets consumer expectations, creating a positive user experience. Meanwhile, brand image plays a role in building consumer trust and perceptions of a product. Therefore, companies are required not only to produce quality products but also to build a positive brand image to maintain customer satisfaction.

The importance of product quality and brand image in shaping consumer perceptions is supported by previous research. Research conducted by Made Tiya Yogi Suari, Ni Luh Wayan Sayang Telagawathi, and Nyoman Yulianthini (2019) shows that product quality has a significant influence on consumer behavior. Furthermore, research by Idayani Agustina (2024) found that brand image and product quality have a positive and significant influence on consumer purchasing decisions. These research results show that both variables play an important role in shaping consumer perceptions of a product. However, the influence of product quality and brand image on consumer satisfaction among Suzuki Ertiga car users in Surabaya still requires further study due to the different consumer characteristics and research objects.

Another phenomenon that reinforces the importance of this research is the existence of a vehicle user community as a forum for sharing experiences, information, and assessments of the products used. Based on a simple pre-survey conducted by researchers on seven members of the Suzuki Ertiga community, information was obtained that they chose the Suzuki Ertiga because of the good product quality and the perceived positive brand image. These findings indicate that product usage experience and interactions between users can influence consumer perceptions and levels of satisfaction. However, consumer satisfaction does not always match expectations, so the relationship between product quality, brand image, and consumer satisfaction still requires further testing in the Suzuki Ertiga user community in Surabaya.

Based on these phenomena and problems, this study aims to analyze the influence of product quality and brand image on consumer satisfaction among members of the Suzuki Ertiga community in Surabaya. This research is important because competition in the automotive industry requires companies to understand factors that can increase consumer satisfaction as an effort to retain customers. The novelty of this study lies in the research object which is focused on members of the Suzuki Ertiga user community in Surabaya, so it is expected to provide an empirical picture of the influence of product quality and brand image on consumer satisfaction on respondent characteristics that are different from previous studies.

Research Methods

This study uses a quantitative approach that aims to examine the relationship between product quality and brand image variables on consumer satisfaction among members of the Suzuki Ertiga Car



user community in Surabaya City. Quantitative research is conducted by measuring each research variable using numerical data which is then analyzed using statistical methods. The independent variables in this study consist of product quality (X1) and brand image (X2), while the dependent variable is consumer satisfaction (Y). The research population is all members of the Suzuki Ertiga community in Surabaya City, totaling 157 people. The sample determination is carried out using a purposive sampling technique based on respondent criteria, namely Suzuki Ertiga Car users, members of the Suzuki Ertiga user community, and domiciled in Surabaya City. The number of samples is determined using the Slovin formula with an error rate of 5 percent, resulting in 113 respondents (Sugiyono, 2020).

The research instrument used a questionnaire compiled based on variable indicators of product quality, brand image, and consumer satisfaction. Measurement of each statement used a four-point Likert scale with a score range of 1 to 4. In addition to distributing the questionnaire online via Google Form, this research was also supported by observations of the phenomenon and interactions of members of the Suzuki Ertiga user community in Surabaya and limited interviews to obtain supporting information regarding vehicle usage experiences, perceptions of product quality, and brand image (Bahri, 2018; Sugiyono, 2016, 2018, 2019). Prior to analysis, the research instrument was tested for validity and reliability using Cronbach's Alpha with the help of SPSS software to ensure that all statement items were able to measure the research variables accurately and consistently (Machali, 2021; Slamet & Wahyuningsih, 2022).

Data analysis was conducted using descriptive and inferential statistics with the help of SPSS version 31. Descriptive analysis was used to provide an overview of the characteristics of respondents and the distribution of research data through the average value, standard deviation, minimum value, and maximum (Pallant, 2020). Next, classical assumption tests were conducted, including normality tests using the Kolmogorov Smirnov or Normal P Plot and multicollinearity tests using the Variance Inflation Factor and tolerance values to ensure the regression model met the analysis assumptions (Machali, 2021). Hypothesis testing was conducted using multiple linear regression analysis to determine the effect of product quality and brand image on consumer satisfaction (Field, 2018). Model feasibility was analyzed through the coefficient of determination (R^2), while the effect of each independent variable on the dependent variable was tested using a partial t-test with a significance level of 0.05 (Imam Ghazali, 2021).

The research procedure begins with determining the research problem, compiling a questionnaire instrument based on the indicators of each variable, and determining respondents according to purposive sampling criteria. Data collection was then carried out by distributing online questionnaires to members of the Suzuki Ertiga community in Surabaya City who met the research criteria, accompanied by observations and interviews as supporting data. The collected data were then tested for validity and reliability before being analyzed using descriptive statistics, classical assumption tests, multiple linear regression analysis, coefficient of determination, and t-tests to answer the research objectives regarding the influence of product quality and brand image on consumer satisfaction.

Results and Discussion

Descriptive Test

1. Data Distribution Based on Gender

JENIS KELAMIN					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	83	73.5	73.5	73.5
	WANITA	30	26.5	26.5	100.0
	Total	113	100.0	100.0	

Figure 1. Data Distribution Based on Gender

Source: SPSS V31 Data Processing Results, 2026

From these data, it can be seen that the research sample size by gender was 113. This breakdown

shows that 83 of the respondents were male, representing 73.5%, while 30 were female, representing 26.5%. The total number of respondents was 113, representing 100%.

2. Sample Data Based on Age

		USIA			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 TAHUN	60	53.1	53.1	53.1
	26-30 TAHUN	30	26.5	26.5	79.6
	31-35 TAHUN	14	12.4	12.4	92.0
	36-40 TAHUN	6	5.3	5.3	97.3
	DI ATAS 40 TAHUN	3	2.7	2.7	100.0
Total		113	100.0	100.0	

Figure 2. Data Distribution Based on Age

Source: SPSS V31 Data Processing Results, 2026

From the table above, it can be seen that the research sample, when viewed from the age range, is very varied, starting with respondents aged 21 years to over 40 years. Respondents aged 21-25 years were 60 with a percentage of 53.1%, aged 26-30 years were 30 with a percentage of 26.5%, aged 31-35 years were 14 with a percentage of 12.4%, and aged over 40 years were only 3 with a percentage of 2.7%. So the total distribution of respondents based on age is 113 with a percentage of 100%.

3. Description Based on Length of Use of the Suzuki Ertiga

LAMA PEMAKAIAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 BULAN- 1 TAHUN	26	23.0	23.0	23.0
	1-2 TAHUN	32	28.3	28.3	51.3
	2-3 TAHUN	24	21.2	21.2	72.6
	3-4 TAHUN	11	9.7	9.7	82.3
	DIATAS 4 TAHUN	20	17.7	17.7	100.0
Total		113	100.0	100.0	

Figure 3. Duration of Use of Suzuki Ertiga

Source: SPSS V31 Data Processing Results, 2026

Based on the table, it can be seen that the respondents in this study have varying lengths of use of the Suzuki Ertiga/ Respondents who use the Ertiga for 6 months to 1 year were recorded at 26 people with a percentage of 23%. Then respondents with a length of use of 1 year to 2 years were 32 people or 28.3%. Furthermore, respondents who have used the Ertiga for 3 to 4 years were 11 people with a percentage of 9.7%. Meanwhile, respondents with a length of use of more than 4 years were 20 people with a percentage of 17.7%. Overall, the number of respondents in this study was 113 people with a percentage of 100%.

4. Descriptive Analysis Test Results of Product Quality Variables

	Descriptive Statistics							
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
X1.1	113	3.00	1.00	4.00	365.00	3.2301	.08030	.64099
X1.2	113	3.00	1.00	4.00	382.00	3.3805	.06807	.72356
X1.3	113	3.00	1.00	4.00	373.00	3.3009	.06838	.70665
X1.4	113	3.00	1.00	4.00	358.00	3.1681	.06273	.66885
X1.5	113	3.00	1.00	4.00	366.00	3.2301	.07222	.76775
X1.6	113	3.00	1.00	4.00	379.00	3.3540	.06642	.70610
X1.7	113	3.00	1.00	4.00	378.00	3.3451	.07196	.76497
X1.8	113	3.00	1.00	4.00	364.00	3.2212	.07192	.76456
X1.9	113	3.00	1.00	4.00	366.00	3.2389	.06933	.63068
X1.10	113	3.00	1.00	4.00	376.00	3.3274	.06464	.68716
X1.11	113	3.00	1.00	4.00	378.00	3.3451	.06859	.72911
X1.12	113	3.00	1.00	4.00	368.00	3.2566	.06744	.71687
TOTAL	113	36.00	12.00	48.00	4452.00	39.3982	.54528	5.79646
Valid N (listwise)	113							

Figure 4. Descriptive Analysis of Product Quality Variables

Source: SPSS V31 Data Processing Results, 2026

Based on the results of descriptive statistical analysis of the Product Quality variable (X1) consisting of 6 indicators and 113 respondents, the total average (mean) value was obtained at 39.3982 with a standard deviation of 5.79646. The highest average value was found in the X1.2 indicator at 3.3805, while the lowest average value was found in the X1.4 indicator at 3.1681.

Overall, all indicators had an average score above 3.00. This indicates that respondents gave a positive assessment of the quality of the products studied. Therefore, the product quality is deemed capable of meeting consumer expectations and needs.

5. Descriptive Analysis Test Results of Brand Image Variables

	N	Minimum	Maximum	Mean	Std. Deviation
		m	m		
X2.1	113	1.00	4.00	3.3009	.73052
X2.2	113	1.00	4.00	3.3717	.69686
X2.3	113	1.00	4.00	3.2212	.67790
X2.4	113	1.00	4.00	3.3274	.68716
X2.5	113	1.00	4.00	3.2478	.78525
X2.6	113	1.00	4.00	3.3097	.78011
TOTAL	113	6.00	24.00	19.7788	3.26435
Valid N (listwise)	113				

Figure 5. Results of Descriptive Analysis Testing of Brand Image Variables

Source: SPSS V31 Data Processing Results, 2026

Based on the results of descriptive statistical analysis of the Brand Image variable (X2) consisting of 3 indicators and 113 respondents, the total average (mean) value was obtained at 19.7788 with a standard deviation of 3.26435. The highest average value was found in the X2.2 indicator at 3.3717, while the lowest average value was found in the X2.3 indicator at 3.2212.

Overall, all indicators had an average score above 3.00. This indicates that respondents had a positive perception of the brand image of the product studied. In other words, the brand was able to build a positive impression in the minds of consumers.

6. Descriptive Analysis Test Results of Consumer Satisfaction Variables

	N	Mini mum	Maxi mum	Mea n	Std. Deviation
Y.1	113	1.00	4.00	3.29 20	.65029
Y.2	113	1.00	4.00	3.20 35	.75781
Y.3	113	1.00	4.00	3.20 35	.81459
Y.4	113	1.00	4.00	3.30 09	.76631
Y.5	113	1.00	4.00	3.19 47	.82222
Y.6	113	1.00	4.00	3.35 40	.70610
TOTAL	113	8.00	24.00	19.5 487	3.14243
Valid N (listwise)	113				

Figure 6. Results of Descriptive Analysis Test of Consumer Satisfaction Variables

Source: SPSS V31 Data Processing Results, 2026

Based on the results of descriptive statistical analysis of the Consumer Satisfaction variable (Y) consisting of 3 indicators and 113 respondents, the total average (mean) value was 19.5487 with a standard deviation of 3.14243. The highest average value was found in the indicator Y.6 was 3.3540, while the lowest average value was found in Y.5, at 3.1947. Overall, all indicators had an average value above 3.00. This indicates that consumer satisfaction with the product studied is quite good. Therefore, consumers are satisfied with the product they use.

Validity Analysis Test and Reliability Test

1. Validity Test

Table 1. Results of Instrument Validity and Reliability

VARIABLES	ITEM	R COUNT	R TABLE	CONCLUSION
PRODUCT QUALITY	X1.1	.687	0.155	VALID
	X1.2	.771	0.155	VALID
	X1.3	.700	0.155	VALID
	X1.4	.709	0.155	VALID
	X1.5	.665	0.155	VALID
	X1.6	.746	0.155	VALID
	X1.7	.687	0.155	VALID
	X1.8	.771	0.155	VALID
	X1.9	.700	0.155	VALID
	X1.10	.70	0.155	VALID
	X1.11	.665	0.155	VALID
	X1.12	.746	0.155	VALID
BRAND IMAGE	X2.1	.833	0.155	VALID
	X2.2	.696	0.155	VALID
	X2.3	.668	0.155	VALID
	X2.4	.697	0.155	VALID



	X2.5	.795	0.155	VALID
	X2.6	.788	0.155	VALID
CONSUMER SATISFACTION	Y.1	.659	0.155	VALID
	Y.2	.706	0.155	VALID
	Y.3	.790	0.155	VALID
	Y.4	.798	0.155	VALID
	Y.5	.819	0.155	VALID
	Y.6	.354	0.155	VALID

Source: Appendix 5 (Instrument Validity and Reliability Test)

Based on the validity test results above, it is known that each item in each variable has a calculated r value greater than the table r (0.1555). Therefore, it can be concluded that the research instrument has been declared valid and can be used in research.

2. Reliability Test

Table 2. Reliability Test Results Table

Variables	Cronbach's Alpha	Alpha	Conclusion
Product Quality	0.764	0.6	Reliable
Brand Image	0.788	0.6	Reliable
Customer Satisfaction	0.774	0.6	Reliable

Source: (Validity and Reliability Instrument Test)

Based on the table, it is known that the results of the reliability test of the Product Quality (X1), Brand Image (X2), and Consumer Satisfaction (Y) variables have a Cronbach's Alpha value > 0.6 . This indicates that all research variables have been declared reliable.

Classical Assumption Test

1. Normality Test

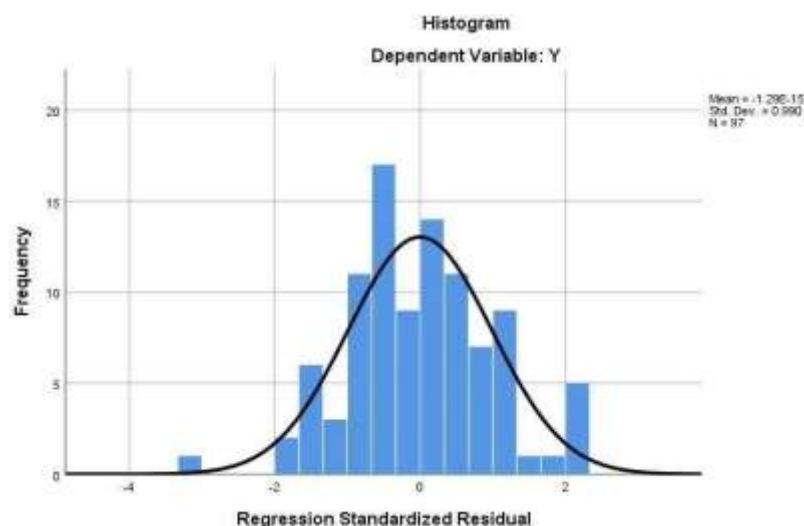


Figure 7. Histogram Graph of Regression Standardized Residual

Source: Test Results Conducted by Researchers

Based on the histogram above, the data distribution is below the curve and the curve forms a bell-shaped curve. This indicates that the data distribution is normal. To confirm the above results, a PP Plot test was performed using the graph below:

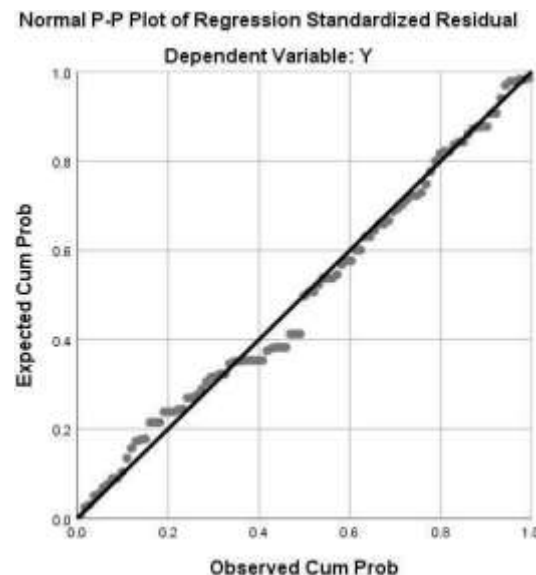


Figure 8. P-Plot Distribution Graph

Source: Test Results Conducted by Researchers

Based on the test results using the PP Plot graph above, it can be seen that the points are spread straight near the diagonal line, so it can be concluded that the research data is normally distributed. To confirm the two results above, testing was carried out using the One Sample Kolmogorov-Smirnov Test. The normality test is carried out by examining the unstandardized residual value (the difference between the predicted value and the actual value) of the regression model using the One Sample Kolmogorov-Smirnov Test. Data is said to be normal if the significance value is greater than 0.05.

One-Sample Kolmogorov-Smirnov Test

Table 3. Kolmogorov-Smirnov Normality Test

Unstandardized d Residual

N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.98414599
Most Extreme Differences	Absolute	.083
	Positive	.083

Source: SPSS V31 Data Processing Results, 2026

Based on the Kolmogorov-Smirnov normality test results, the Asymp. Sig. (2-tailed) value was 0.095, which is greater than the significance value of 0.05. Thus, it can be concluded that the residual data in this study is normally distributed. This indicates that the regression model meets the assumption of normality and is suitable for use in further analysis.

2. Multicollinearity Test

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.317	.345		.918	.361		
KUALITAS PRODUK	.254	.070	.256	3.648	.000	.999	1.0
CITRA MEREK	.637	.072	.619	8.812	.000	.999	1.0

Dependent Variable: KEPUASAN KONSUMEN

Figure 9. Multicollinearity Test

Source: Test results conducted by researchers

Based on the calculation results in the image above, it can be seen that the tolerance value is more than 0.1 and the VIF value is less than 10. So it can be concluded that there are no symptoms of multicollinearity in the research data.

Multiple Linear Regression Analysis Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.317	.345		.918	.361
	KUALITAS PRODUK	.254	.070	.256	3.648	.000
	CITRA MEREK	.637	.072	.619	8.812	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Figure 10. Multiple Linear Regression Test Results

Source: Test results conducted by researchers

From the table above, the following regression equation is obtained:

$$Y = 0.317 + 0.254X_1 + 0.637 X_2$$

The formula above can be explained as follows:

- The constant value of 0.317 indicates that if the product quality and brand image variables have a value of 0, then the consumer satisfaction value is 0.317.
- The product quality regression coefficient value of 0.254 is positive. This indicates that every 1 unit increase in product quality will increase consumer satisfaction by 0.254 units, assuming the brand image variable remains constant. The significance value is 0.000. (< 0.05) shows that product quality has a significant effect on consumer satisfaction. The brand image regression coefficient value of 0.637 is positive. This indicates that every 1-unit increase in brand image will increase consumer satisfaction by 0.637 units, assuming product quality remains constant. A significance value of 0.000 (< 0.05) indicates that brand image has a significant effect on consumer satisfaction.
- Based on the regression coefficient value, the brand image variable has a greater influence on consumer satisfaction than the product quality variable. This can be seen from the brand image regression coefficient value of 0.637, which is greater than the product quality regression coefficient value of 0.254.

Hypothesis Testing

1. Partial Test (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.317	.345		.918
	KUALITAS PRODUK	.254	.070	.256	.000
	CITRA MEREK	.637	.072	.619	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Figure 11. Partial T-Test Results

Source: Test results conducted by researchers

Based on the results of the partial t-test, it is known that the Product Quality variable has a significance value of 0.000, which is less than 0.05. This indicates that Product Quality has a significant effect on Consumer Satisfaction, so the first hypothesis (H1) is accepted.

Meanwhile, the Brand Image variable has a significance value of 0.000, which is less than 0.05. This indicates that Brand Image has a significant effect on Consumer Satisfaction, thus the second hypothesis (H2) is accepted.

Based on the Standardized Coefficients Beta value, the Brand Image variable has a value of 0.619, while the Product Quality variable has a value of 0.256. Thus, Brand Image is the variable that has a more dominant influence on Consumer Satisfaction than Product Quality.

2. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.285	.99456

a. Predictors: (Constant), X11, X22

b. Dependent Variable: Y

Figure 12. Results of the Determination Coefficient Test

Source: Test results conducted by researchers

Based on the results of the coefficient of determination (R²) test, the R Square value obtained was 0.300 or 30%. These results indicate that the ability of the Product Quality and Brand Image variables to explain the Customer Satisfaction variable is 30%, while the remaining 70% is influenced by other factors outside the variables used in this study.

Discussion of Findings

The Influence of Product Quality on Consumer Satisfaction

Based on the results of partial hypothesis testing (t-test), it is known that the Product Quality variable has a significance value of 0.000 which is smaller than 0.05. These results indicate that Product Quality has a significant effect on Consumer Satisfaction among members of the Suzuki Ertiga Community in Surabaya City. Thus, the first hypothesis (H1) which states that Product Quality has an effect on Consumer Satisfaction can be accepted. The regression coefficient of 0.254 indicates that the better the product quality perceived by consumers, the level of consumer satisfaction will also increase. Product quality is an important factor in shaping satisfaction because consumers tend to judge a vehicle based on the product's ability to meet their needs, comfort of use, durability, safety, and performance provided.

The findings of this study align with the theory of Kotler and Keller (2022), which states that product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of use, and other attributes that meet consumer needs. The better the product quality perceived by consumers, the higher the level of satisfaction they will achieve. According to Oliver (2019), consumer satisfaction arises when product performance meets or even exceeds consumer expectations. Therefore, the Suzuki Ertiga's product quality, which is assessed as good by community members, can create higher consumer satisfaction.

In the Suzuki Ertiga community in Surabaya, good product quality delivers a user experience that meets consumer expectations. When a vehicle delivers adequate comfort, efficiency, and performance, consumers are satisfied with the product. Therefore, product quality is an aspect that the company must maintain and continuously improve.

The results of this study align with previous research, which found that product quality significantly influences consumer satisfaction. These findings suggest that good product quality will enhance positive consumer perceptions, thereby leading to higher levels of customer satisfaction.

The Influence of Brand Image on Consumer Satisfaction

Based on the t-test results, it is known that the Brand Image variable has a significance value of 0.000, which is smaller than 0.05. This indicates that Brand Image has a significant effect on Consumer Satisfaction among members of the Suzuki Ertiga Community in Surabaya City. Thus, the second hypothesis (H2) is accepted.

The regression coefficient of 0.637 indicates that an increase in brand image will be followed by an increase in consumer satisfaction. This coefficient is also greater than the product quality coefficient, indicating that brand image has a more dominant influence on shaping consumer satisfaction.

This finding aligns with the theory of Kotler and Keller (2022), which states that brand image is a set of beliefs, ideas, and impressions consumers have of a brand. A positive brand image will increase consumer trust in a product, thereby creating post-use satisfaction. According to Tjiptono (2020), brands with a strong image will more easily gain consumer trust because they are perceived as capable of delivering quality and benefits that meet expectations.

A good brand image can create consumer confidence, trust, and a positive perception of a product. In the context of the Suzuki Ertiga, a strong brand image can make consumers feel more confident in the quality of the vehicle they are using, thus creating a sense of satisfaction after purchasing or using the product.

The results of this study support previous research that found that brand image significantly influences consumer satisfaction. The more positive a brand's image is in the eyes of consumers, the higher the level of satisfaction consumers experience with the product.

The Influence of Product Quality and Brand Image on Consumer Satisfaction

The analysis results show that Product Quality and Brand Image together can explain changes in Consumer Satisfaction. Both variables have a significant influence on the satisfaction level of Suzuki Ertiga Community members in Surabaya.

Based on research findings, consumer satisfaction is not only influenced by the quality of the product received, but also by how consumers perceive and evaluate the brand image of that product. Good product quality will provide tangible benefits to consumers, while a positive brand image will strengthen consumer trust and confidence in the product they use.

Therefore, companies need to balance both aspects. Continuous product quality improvements are necessary to meet consumer needs, while maintaining brand image through effective marketing communications, excellent service, and efforts to build a positive corporate reputation. The combination of good product quality and a strong brand image will contribute to increased customer satisfaction.

Conclusion

The results of the study indicate that product quality and brand image have a positive and significant effect on consumer satisfaction among members of the Suzuki Ertiga community in Surabaya City. Partially, product quality has a positive effect on consumer satisfaction with a regression



coefficient of 0.254 and a significance value of 0.000, while brand image has a more dominant influence with a regression coefficient of 0.637 and a significance value of 0.000. The coefficient of determination value of 0.300 indicates that both variables are able to explain 30% of the variation in consumer satisfaction, while the remaining 70% is influenced by other factors outside the research model. This finding confirms that improving product quality and strengthening brand image are important factors in increasing consumer satisfaction of Suzuki Ertiga users.

This study has limitations because it only involved members of the Suzuki Ertiga community in Surabaya City with independent variables limited to product quality and brand image so that the results of the study cannot be generalized to all users of Suzuki vehicles or other brands. Therefore, further research is recommended to expand the coverage area, increase the number of respondents, and include other variables that have the potential to influence consumer satisfaction, such as service quality, price, customer loyalty, or purchasing decisions. Practically, the results of this study can be a consideration for the Suzuki company to continue to improve product quality, maintain vehicle excellence, and strengthen brand image through more effective marketing and service strategies to increase consumer satisfaction sustainably.

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