

The Effect of Product Quality, Customer Experience and Brand Image on Customer Satisfaction of Arei Outdoor Gear Brand Users in the GENETIKA Community, Islamic University of North Sumatra

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ABSTRACT

This study aims to determine the influence of product quality, customer experience and brand image on customer satisfaction of users of the Arei Outdoor Gear brand in the GENETIKA community (Generation of nature conservation lovers). This study is a quantitative study using non-probability sampling techniques with a purposive sampling approach. In this study, the sample consisted of 133 people. Data was distributed to respondents using questionnaires that were distributed directly and also via Google Form. The results of the analysis showed a positive and significant influence between product quality and customer satisfaction. Adjusted R Square value of 0.519. This means that customer satisfaction can be influenced by product quality, customer experience and brand image. While the remaining 48.1% can be explained by other factors not examined in this study. The results of the study on customer satisfaction showed an insignificant influence between customer experience and customer satisfaction. Based on the results of the study, it proves that there is an influence between brand image and customer satisfaction.

Keywords: *Product Quality, Customer Experience, Brand Image, Customer Satisfaction.*

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I. INTRODUCTION

In Indonesia, the trend of outdoor activities is also growing rapidly, this is due to the many tourist attractions and nature lover communities in Indonesia that support outdoor activities. The current wants and needs of consumers are related to the birth of a new phenomenon in Indonesian society, namely a new hobby of outdoor activities, this phenomenon is called Back to nature or back to nature and has become a new lifestyle in society. Outdoor activities are now being favored by the Indonesian



people, especially after Covid-19. Not only nature lovers, but also groups of people who like adventure activities or just follow the trend of outdoor activities. In addition, activities from the nature lovers community and organizing outdoor events as part of a healthy and sustainable lifestyle in Indonesia.

The increase in outdoor activities can also be seen with the number of companies that sell outdoor equipment. The local brands that sell outdoor products that exist and are in demand by nature lovers in Indonesia according to (A. M. Fauzi et al., 2022) Eiger, Consina, Arei, Cozmeed, Claw and Avtech.

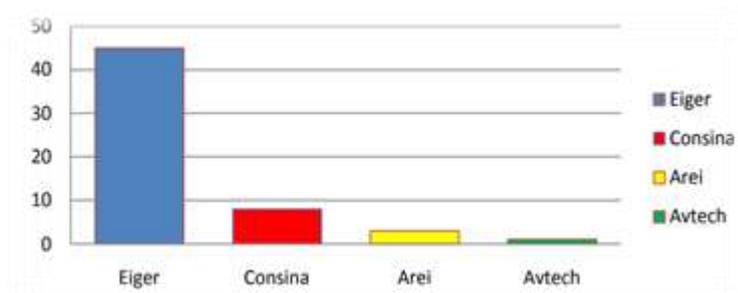


Figure 1
Average trend of outdoor gear enthusiasts

Based on Figure 1 above, it can be concluded that public interest in finding outdoor equipment products with the first rank in the number of google searches is achieved by Eiger. By looking at the table of average outdoor equipment product enthusiasts in less than a year from 2020 to 2021, Brand Eiger obtained an average of 45 out of 100, then followed by Consina obtained an average of 9 out of 100, while Arei obtained an average of 3 out of 100, and finally Avtech obtained an average of 1 out of 100.

The outdoor gear brands above not only compete in terms of product quality, but also create a satisfying customer experience. Potential customers tend to choose brands that not only offer quality products, but also offer good service, attractive designs and a positive brand image. Therefore, it is important for each brand to understand customer preferences and needs in order to continue to innovate and increase customer satisfaction in the increasingly competitive outdoor equipment market, especially for Arei products.

One of the companies that produce outdoor equipment and gear in Indonesia is Arei Outdoor Gear. Arei is a local company founded in 2005 by Billy Andrias, which focuses on the production of outdoor gear, especially bags for nature enthusiasts. Based in the city of Bandung, Arei is committed to providing high-quality products that support various outdoor activities such as hiking, camping, and rock climbing. With a vision to become a global brand in the adventure industry, Arei continues to innovate and expand its market reach through franchising and e-commerce.

Customer satisfaction is a factor that determines the success of a brand, especially in the outdoor equipment industry such as the Arei brand. Customer satisfaction is an assessment of how products and services function to meet the level of customer satisfaction, therefore, customer satisfaction can be measured from the perspective of the buyer, who feels valued in accordance or not with the sacrifices he makes (Handaruwati, 2021). Factors that affect customer satisfaction in this study include product quality, customer experience and brand image.

Product quality can be said to be good if the product has good quality and quality materials so that the quality of the product is in accordance with what customers expect and creates a sense of satisfaction with the products they use. Because customer satisfaction is very important for every organization, whether in the service sector or the goods sector, therefore not every time producers can satisfy their customers (Candrianto, 2021).

Apart from product quality, customer experience also plays an important role in shaping satisfaction. The interaction between the customer and the brand, starting from the purchase process to the sales service can affect the customer's perception of the Arei brand. A positive experience can increase loyalty and create a strong emotional connection between the customer and the brand. Customer experience is seen as one of the indicators of success in building relationship marketing. In previous studies, it was found that there was a positive and significant effect of customer experience variables on customer satisfaction (Rita & Trimulyani, 2022; Ahmad Fadli et al., 2023; Zaid & Patwayati 2021).

In this study, researchers conducted research on the GENETIKA community. GENETIKA (Generation of Nature Conservation Lovers) is one of the nature-loving



communities that currently has a total of 200 members (genetics membership data 2000 - 2024) consisting of Young Members, Ordinary Members and Extraordinary Members. The existing divisions in GENETIKA include Mountainering, Navigation, Caving, Rock Climbing, Orad/Rafting and Survival.

Based on the above background, the researcher is interested in researching with the title: **“The Effect of Product Quality, Customer Experience and Brand Image on Customer Satisfaction of Arei Outdoor Gear Brand Users in the Genetics Community of the Islamic University of North Sumatra”**.

II. LITERATURE REVIEW

Definition of Customer Satisfaction

Satisfaction is a feeling of pleasure or disappointment that arises from comparing product performance with expected desires, if product performance is less than expected customers will feel disappointed, but if product performance exceeds or is equal to what is expected customers will feel satisfied (Iqbal et al., 2015).

Customer satisfaction is a consumer's evaluation of a product or service when the product they consume is in accordance with what they expect. If the perceived product performance matches or even exceeds what consumers expected before consuming the product, then consumers will be satisfied (Mantala & Firdaus, 2016).

Customer satisfaction is an assessment of how products and services function to meet the level of customer satisfaction, therefore, customer satisfaction can be measured from the perspective of the buyer, who feels valued according to whether or not the sacrifice he makes (Handaruwati, 2021).

Definition of Product Quality

Product Quality is the nature or characteristics of a product that is often associated with customer expectations or satisfaction (Laili & Canggih, 2021). Product quality is a form of goods or services that is measured in terms of the level of quality standards of reliability, privileges, additions, levels, flavors, and performance functions of products that can meet customer expansion (Kusuma, 2015). Product quality is a characteristic of goods and services that have the ability to meet needs,



which is a combination of reliability, accuracy, convenience, maintenance of a product (Setyo, 2017).

Definition of customer experience

Customer experience is an experience that a person experiences in using a product / service. (Rita & Trimulyani, 2022). Customer Experience is the result of customer interactions with the company physically and emotionally, the results of these interactions can imprint in the minds of customers and affect consumer assessments of the company (Handaruwati, 2021)

Customer Experience is things that are personal and take place in the minds of customers personally Customer experience is an internal customer response as a form of customer interaction with the company (Rita & Trimulyani, 2022) Customer experience refers to the extent to which a business can provide the experience customers want (Irawan Lubis et al., 2023). Customer experience is a state of more than one which involves cognitive, affective, emotional, social and physical respondents of customers to the company that is still running (PrihandaniSalma & Tjahjaningsih, 2022).

Definition of Brand Image

Brands can be defined as signs, symbols, designs, or a combination of all of them that are used to identify goods or services sold by one seller or a group of sellers and differentiate them from competitors (Karina et al., 2022). Brand Image is a brand image that shows how customers see a brand, which is formed by customer information and experience. Brand image is very influential on consumer decision making because it is able to influence their choices, strong brand perceptions in the minds of customers determine loyalty to the products they buy, thus allowing companies to maintain profits in the long term (Rita & Trimulyani, 2022).

According to the American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services from one seller or group of sellers and differentiate from competitors' goods or services (Firmansyah, 2019). Brand Image is a representation of



the overall perception of the brand and forms in information and past experiences. Through brand images, consumers can recognize products, evaluate, reduce risks, and anticipate the future, and gain certain experiences that make them satisfied with goods and services (Ksatriyani, 2019).

III. METHODS

This study uses a quantitative type of approach, which will find the magnitude of the influence of the independent variable on the dependent variable. Quantitative research is research that involves the process of collecting and analyzing numerical data objectively to describe, predict, or control variables of interest.

The sampling technique to determine the sample to be used in this study uses Non probability Sampling. Non probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. While the sampling method used is purposive sampling, which itself is a sampling technique that has certain considerations based on predetermined criteria (Sugiyono, 2019).

The data collection methods in this research are:

1. Interview

The data collection method used is by communicating and interviewing members of the GENETIKA community (Generation of Nature Conservation Lovers).

2. Questionnaire

The questionnaire is a way of collecting data by asking questions to respondents about the variables in the study.

IV. RESULTS

Classical Assumptions

1. Normality Test

a. Histogram Approach



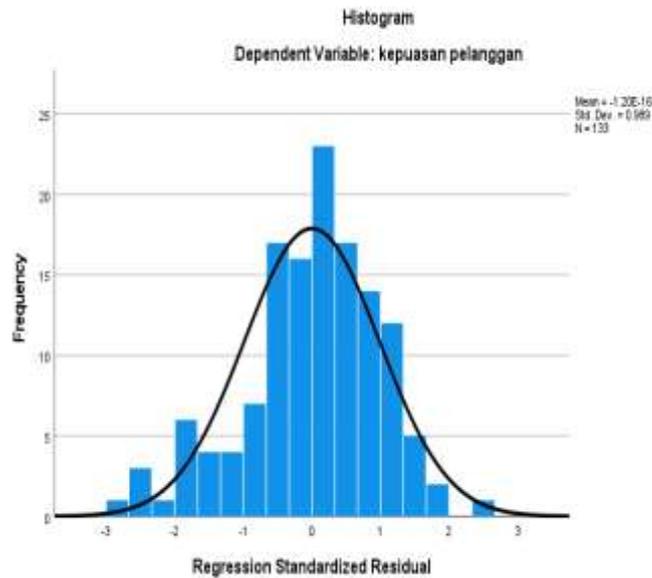


Figure 2
Normality Test and Histogram

Based on Figure 2, it can be seen that the variables are normally distributed, this is indicated by the bell-shaped distribution of data and does not deviate to the left or right.

b. Normal P-P Plot Graph Approach

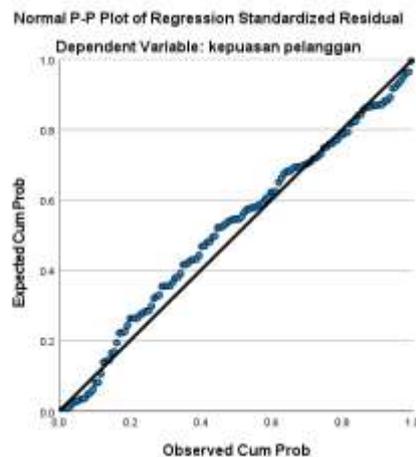


Figure 3
Normal Probability Plot Test

Figure 3 illustrates how the image displays points that follow the diagonal line of the data. This suggests that the residuals of the researcher are within typical limits. However, the Kolmogorov-Smirnov test is used to further confirm that the data is regularly distributed along the diagonal line.

c. Kolmogorov-Smirnov Approach

Table 1
One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			133
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.75238395
Most Extreme Differences	Absolute		.077
	Positive		.048
	Negative		-.077
Test Statistic			.077
Asymp. Sig. (2-tailed) ^c			.052
Monte Carlo Sig. (2-tailed) ^d	Sig.		.053
	99% Confidence Interval	Lower Bound	.047
		Upper Bound	.058
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341			

Table 1 shows that the Asymp. Sig. (2-tailed) is 0.052 and a significant value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed.

2. Multicollinearity Test

Table 2
Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.824	1.674		3.479	.001		
	Product Quality	.181	.060	.191	3.027	.003	.919	1.088
	Customer Experience	.094	.045	.138	2.102	.038	.847	1.181
	Brand Image	.361	.041	.586	8.773	.000	.818	1.223
a. Dependent Variable: customer satisfaction								

In Table 2, it is known that the tolerance value of all independent variables is greater than the value of 0.1 and the VIF value of all independent variables is smaller than the value of 10. Therefore, the data in this study are said to have no multicollinearity problems.

3. Heteroscedasticity Test



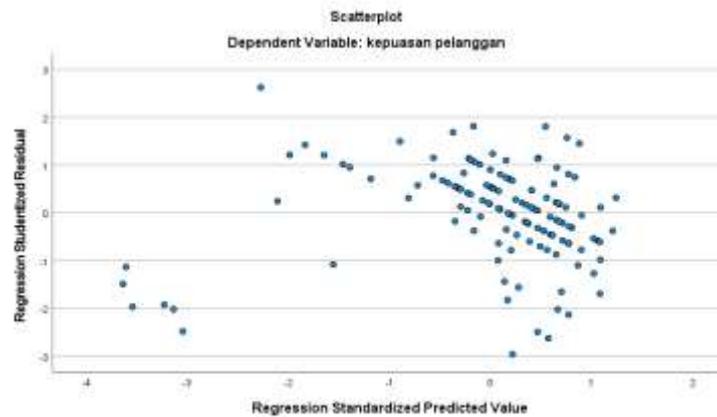


Figure 4
Heteroscedasticity with Scatterplot

Based on Figure 4, it is known that there are no independent variables or independent variables that statistically significantly affect the dependent variable or dependent variable. this is indicated by the Sig. The independent variable is greater than the significance value of 0.05. so this regression model can be concluded that it does not experience heteroscedasticity.

Hypothesis Test Results

Test t (Partial Test)

The t test is conducted to partially test whether Product Quality, Customer Experience and Brand Image partially or each have an effect on Customer Satisfaction. To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if $t_{count} \leq t_{table}$ or $Sig\ t \geq \alpha$ (0.05)

H1 is accepted, if $t_{count} \geq t_{table}$ or $Sig\ t \leq \alpha$ (0.05)

It is known to find ttable as follows:

Probability = 5% or (0.05)

$df = n - k - 1$

$df = 133 - 3 - 1$

$df = 129$

$t_{table} = probability \times df$

$t_{table} = 0.05 \times 129$

$t_{table} = 1.9783$



Table 3
Partial Test (T Test)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.824	1.674		3.479	.001		
	Product Quality	.181	.060	.191	3.027	.003	.919	1.088
	Customer Experience	.094	.045	.138	2.102	.038	.847	1.181
	Brand Image	.361	.041	.586	8.773	.000	.818	1.223

a. Dependent Variable: customer satisfaction

1. The Product Quality variable has a significant effect on Customer Satisfaction. This can be seen from the significant value (0.003) < from 0.05 and tcount (3.027) > compared to ttable (1.9783).
2. The Customer Experience variable has a significant effect on Customer Satisfaction. This can be seen from the significance value (0.038) <0.05 and tcount (2.102) > compared to ttable (1.9783).
3. The Brand Image variable has a significant effect on Customer Satisfaction. This can be seen from the significance value (0.000) <0.05 and tcount (8.773) > compared to t table (1.9783).

F test (simultaneous)

This test is conducted to see together or simultaneously the effect of the independent variables of Product Quality, Customer Experience and Brand Image on the dependent variable Customer Satisfaction.

It is known to find the F table as follows:

Probability = 5% or (0.05)

df 1 = k

df 2 = n - k - 1

Ftable = probability X (df1) X (df2)

Ftable = 0.05 X 3 X 129

Then obtained Ftable = 2.674



Table 4
Simultaneous Significance F Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1125.252	3	375.084	48.387	.000 ^b
	Residual	999.981	129	7.752		
	Total	2125.233	132			
a. Dependent Variable: Customer Satisfaction.						
b. Predictors: (Constant), Product Quality, Customer Experience and Brand Image						

Table 4 reveals that the Fcount value is 48,387 with a significance level of 0.000. while the Ftable at the 95% confidence level ($\alpha = 0.05$) is 2.67. Therefore, in both calculations, namely $F_{count} > F_{table}$ and the level of significance ($0.000 < 0.05$), it shows that the effect of independent variables (Product Quality, Customer Experience and Brand Image) is simultaneously significant on Customer Satisfaction.

Test Coefficient of Determination (R²)

Table 5
Test Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.529	.519	2.78420
a. Predictors: (Constant), Product Quality, Customer Experience and Brand Image.				
b. Dependent Variable: Customer Satisfaction				

Based on Table 5, it can be seen that the Adjusted R Square value is 0.519. This means that Customer Satisfaction can be influenced by Product Quality, Customer Experience and Brand Image. While the remaining 48.1% can be explained by other factors not examined in this study.

1. The Effect of Product Quality, on Customer Satisfaction

Product Quality is from goods and services that have the ability to meet needs, which is a combination of reliability, accuracy, convenience which is a combination of reliability, accuracy, convenience, maintenance of a product r (Setyo, 2017).



The results of the analysis of the Product Quality variable on Customer Satisfaction show the results and $t_{count} (3.027) >$ compared to $t_{table} (1.9783)$ with a significance level of $(0.003) <$ from 0.05. these results can prove that there is an influence between Product Quality on Customer Satisfaction. So it can be concluded that the first hypothesis is accepted, namely, there is a significant effect of Product Quality on Customer Satisfaction in the GENETIKA community (Generation of Nature Conservation Lovers).

The results of this study are in line with previous research conducted (Lestari, 2022) Product Quality has a positive and significant effect on Customer Satisfaction.

2. The Effect of Customer Experience on Customer Satisfaction

Customer Experience is the result of customer interactions with the company physically and emotionally, the results of these interactions can imprint in the minds of customers and affect customer assessments of the company (Handaruwati, 2021).

The results of the analysis of the Customer Experience variable on Customer Satisfaction on Customer Satisfaction show the results and $t_{count} (2.102) >$ compared to $t_{table} (1.986)$ with a significance level of $(0.038) <$ from 0.05. These results can prove that there is an influence between Customer Experience on Customer Satisfaction. So it can be concluded that the second hypothesis is accepted, namely, there is a significant effect of Customer Experience on Customer Satisfaction in the GENETIKA Community (Generation of Nature Conservation Lovers).

3. The Effect of Brand Image on Customer Satisfaction

Brand Image is a brand image that shows how customers see a brand, which is formed by customer information and experience. Brand image is very influential on consumer decision making because it is able to influence their choices, strong brand perceptions in the minds of customers determine loyalty to the products they buy, thus allowing companies to maintain profits in the long term (Rita & Trimulyani, 2022).

The results of the analysis of the Brand Image variable on Customer Satisfaction show the result of $t_{count} (8.773) >$ compared to $t_{table} (1.9783)$ with a significance level $(0.000) <$ from 0.05. These results can prove the influence between Brand Image on Customer Satisfaction in the GENETIKA community (Generation of Nature



Conservation Lovers). So it can be concluded that the third hypothesis is accepted, namely, there is a significant effect of Brand Image Variables on Customer Satisfaction. This means that the higher the Brand Image, the higher the Customer Satisfaction.

The results of this study are in line with previous research conducted by (Karina et al., 2022) Brand Image has a significant effect on Customer Satisfaction. (Ksatriyani, 2019). Brand Image has a positive and significant influence on Customer Satisfaction.

4. The Effect of Product Quality, Customer Experience and Brand Image on Customer Satisfaction

Based on the results of the F-test, the variables of Product Quality, Customer Experience and Brand Image have a positive and significant effect on Customer Satisfaction. This is explained that the Fcount value is 48,387 with a significance level of (0.000). Therefore, in both calculations, namely $F_{hitung} > F_{tabel}$ and the level of significance $(0.000) < 0.05$, it shows that the effect of independent variables (Product Quality, Customer Experience and Brand Image) simultaneously is significant on Customer Satisfaction.

Statements on variable x (Product Quality, Customer Experience and Brand Image) tend to get an agreed response by respondents. However, based on the analysis of the distribution of answers, there are also some respondents who think that Product Quality, Customer Experience and Brand Image on Customer Satisfaction in the GENETIKA Community are not good. One of the aspects assessed is the aspect of the durability of Arei products which is less good than other brands. Therefore, Product Quality, Customer Experience and Brand Image are very important so that customers still want to use the brand.

The results of this study are in line with (Lestari, 2022). Product Quality, Customer Experience and Brand Image together have a significant effect on Customer Satisfaction.

V. CONCLUSION AND SUGGESTION

Based on the results of research and discussion of the Effect of Product Quality, Customer Experience and Brand Image on Customer Satisfaction of Arei Outdoor



Gear Brand Users in GENETIKA community (Generation of Nature Conservation Lovers), it can be concluded as follows:

1. The Product Quality variable partially has a positive and significant effect on Customer Satisfaction of Arei Outdoor Gear Brand Users in the GENETIKA Community (Generation of Nature Conservation Lovers).
2. The Customer Experience variable partially has a positive and significant effect on Arei Outdoor Gear Brand Customer Satisfaction in the GENETIKA Community (Generation of Nature Conservation Lovers).
3. The Brand Image variable partially has a positive and significant effect on Customer Satisfaction of Arei Outdoor Gear Brand Users in the GENETIKA Community (Generation of Nature Conservation Lovers).
4. Product Quality, Customer Experience and Brand Image variables together have a positive and significant effect on Customer Satisfaction of Arei Outdoor Gear Brand Users in the GENETIKA Community (Generation of Nature Conservation Lovers).

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