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The effect of product quality, price, and distribution on customer satisfaction with korigengi products on Tokopedia

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ABSTRACT

The expansion of digital commerce in Indonesia has reshaped the way local creative brands compete in online marketplaces. Although platforms such as Tokopedia enable sellers to reach a wider audience, maintaining customer satisfaction has become increasingly challenging due to market saturation. KORIGENGI is a local brand specializing in otaku-themed merchandise that operates through Tokopedia, yet its competitive position remains weaker than that of several rival stores. This study aims to analyze how product quality, price perception, and distribution performance influence customer satisfaction with KORIGENGI products on Tokopedia. This research applies a quantitative approach using survey data collected from customers who have previously purchased KORIGENGI products. Structured questionnaires were distributed online and measured using a Likert scale. The collected data were examined through instrument testing, classical assumption testing, and multiple linear regression analysis. The findings indicate that product quality, price, and distribution exert positive and statistically significant effects on customer satisfaction. When examined simultaneously, these variables collectively explain the variations in customer satisfaction. Product quality was the most influential factor, followed by price and distribution. The results highlight the importance of delivering high-quality products, applying appropriate pricing strategies, and ensuring reliable distribution processes to enhance customer satisfaction in competitive e-commerce environments.

Keywords: product quality, price, distribution, customer satisfaction, e-commerce

1. INTRODUCTION

The advancement of information technology has fundamentally transformed Indonesia's economic system from a conventional model to a digital-based economy. This transformation is not merely a temporary trend but a structural shift that requires both consumers and producers to adapt to the continuously changing market conditions. Digitalization offers several advantages, including operational efficiency, simplified business processes, and improved service quality that is more responsive and affordable (Arianto, 2022). One of the most significant outcomes of this transformation is the rapid development of e-commerce. Over the past decade, e-commerce has become an essential part of daily economic activity. Internet access and smartphone usage allow consumers to shop, communicate, and access services without spatial and temporal limitations. According to the International Telecommunication Union, the number of global internet users increased from approximately 400 million in 2000 to more than 3.2 billion in 2015, indicating the accelerating role of digital technology in economic growth (Jain & Arya, 2021). In Indonesia, this digital shift has significantly altered consumer purchasing behavior, with online marketplaces increasingly becoming the preferred shopping channels. See Figure 1



Figure 1. Results of the Survey on the Popular E-Commerce Platforms in Indonesia

Source: (Asosiasi Penyelenggara Jasa Internet Indonesia - Survei, 2025)

The increasing integration of digital technology into economic activities has significantly altered Indonesia's consumer market structure. Online platforms are no longer viewed as complementary sales channels but have become the primary medium for commercial transactions. This shift has encouraged businesses, particularly small and medium-sized enterprises, to adopt digital strategies to remain relevant and competitive. One of the most visible outcomes of this transformation is the rapid growth of e-commerce platforms that facilitate direct interaction between sellers and consumers. The figure above shows that Tokopedia is the third-largest e-commerce platform after Shopee and Tik Tok Shop, which hold market shares of 59% and 30%, respectively, while Tokopedia accounts for 11% of users among the three largest e-commerce platforms in Indonesia. Within this context, Generation Z (Kristyowati, 2021) plays a crucial role as a dominant consumer segment. As digital natives, individuals born between the mid-1990s and early 2010s are highly familiar with digital technologies, social media, and online shopping platforms (Rufaida, 2023). Their purchasing decisions are strongly influenced by product aesthetics, perceived value, price transparency, and service efficiency. This generation also contributes to the expansion of niche markets, including Japanese popular culture merchandise, and Indonesia is recognized as having one of the largest otaku communities in Southeast Asia. Japanese popular culture such as anime, manga, cosplay, and J-pop music has become an important part of youth lifestyle, particularly among individuals aged 16 to 20 years. This phenomenon creates opportunities for local creative brands to offer products that appeal to otaku. KORIGENGI is a local brand that markets anime-inspired merchandise through Tokopedia (Figure 2).

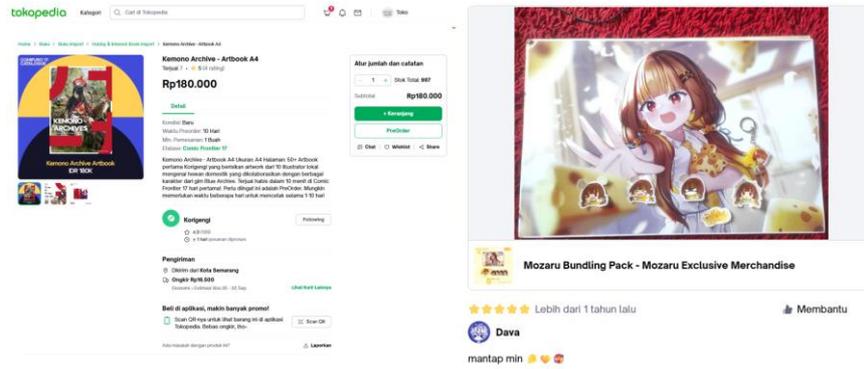


Figure 2. Product Photos and Reviews on Tokopedia for KORIGENGI

Source: (Toko Korigengi Online - Tokopedia, 2025)

Despite operating in a rapidly growing market (Maki & Santika, 2025), KORIGENGI faces intense competition from other otaku merchandise stores that demonstrate stronger visibility, higher sales volumes, and greater customer engagement. Many competing sellers are able to leverage aggressive digital marketing strategies, consistent branding, and frequent promotional activities to attract and retain customers (Angga, 2023). In contrast, KORIGENGI must compete not only in terms of product offerings but also in terms of building brand awareness and trust within a highly saturated marketplace. This competitive pressure requires companies to continuously improve their product quality, pricing strategies, and distribution performance to differentiate themselves and maintain long-term customer satisfaction. See Figure 2



Figure 2. Home Page of Another Otaku Stores in Tokopedia

Source: (Tokopedia, 2025)

This highlights the importance of customer satisfaction as a strategic factor for business sustainability in highly competitive digital marketplaces. Previous studies suggest that customer satisfaction in e-commerce is influenced by product quality, price, and distribution performance (Kotler et al., 2018). However, empirical research focusing specifically on otaku merchandise and local creative brands in Indonesia is limited. Therefore, this study investigates the effects of product quality, price, and distribution on customer satisfaction with KORIGENGI products on Tokopedia.

2. CONCEPTUAL FRAMEWORK AND HYPOTHESIS FORMULATION

2.1. Service Quality Theory

The Service Quality model introduced by (Parasuraman et al., 1988) explains that perceived quality arises from the *comparison* between customer expectations and actual performance. Although initially developed for service industries, this model is also relevant in e-commerce settings, where customer experiences are shaped not only by service interactions but also by product attributes, pricing fairness, and

delivery performance (Biclar & Martir, 2025). In digital marketplaces, service quality is reflected in the overall shopping experience, including product presentation, transaction convenience, and order fulfillment reliability (Hakiki & Azizah, 2025).

2.2. Product Quality

Product quality refers to a product's ability to perform its functions effectively, including durability, reliability, design, and *aesthetic* appeal (Kotler et al., 2018). In creative merchandise markets, product quality extends beyond functional attributes to include originality and visual appeal. High product quality enhances perceived value and positively influences customer satisfaction and repeat purchase intentions

H1: Product quality has a positive and significant effect on customer satisfaction.

2.3. Price

Price represents the amount of money consumers must pay to obtain a product and reflects the perceived value and sacrifice associated with the purchase (Armstrong et al., 2014). In e-commerce environments, price transparency allows consumers to easily compare alternatives, making competitive and fair pricing an important determinant of satisfaction (Bowen & Chen, 2001). Reasonable pricing strengthens consumer trust and positively affects customer satisfaction (Friedman, 2017).

H2: Price has a positive and significant effect on customer satisfaction.

2.4. Distribution

Distribution refers to the process of delivering products from producers to consumers at the right place and time (Arianto & Rustam, 2021). In online marketplaces (Gunawan et al., 2023), distribution efficiency includes delivery speed, order accuracy, logistics reliability, and product availability. Efficient distribution *enhances* the overall shopping experience and contributes significantly to customer satisfaction (Sayoga et al., 2025).

H3: Distribution has a positive and significant effect on customer satisfaction.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative research design using a survey approach to analyze the causal relationship between product quality, price, distribution, and customer satisfaction.

3.2. Population and Sample

The population consists of customers who have purchased KORIGENGI products on Tokopedia. A purposive sampling technique was applied, selecting respondents who had completed at least one purchase transaction.

3.3. Data Collection Technique

Primary data were collected through online questionnaires distributed to respondents. Questionnaire items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

3.4. Variable and Measurement

Product quality was measured using indicators of performance, durability, reliability, and aesthetics (Kotler et al., 2018). Price was measured using affordability, price suitability with quality, and price competitiveness (Buditama, 2025). Distribution was measured using delivery speed, order accuracy, and product availability (Nguyen, 2025). Customer satisfaction was measured using overall satisfaction, fulfillment of expectations, and intention to repurchase (Wijana & Rahanatha, 2025).

3.5. Data Analysis Technique

The data analysis process comprised tests of validity and reliability, followed by classical assumption assessments covering normality, multicollinearity, and heteroscedasticity. In addition, multiple linear regression analysis was employed to examine the relationships among the research variables (Sugiyono, 2017). The regression model applied in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

4. RESULT AND DISCUSSION

4.1. Descriptive Statistics of Respondents

The respondents in this study consisted of customers (Sayoga et al., 2025) who had previously purchased KORIGENGI products through Tokopedia (Cahyani et al., 2022). Most respondents were within the age range of 16 to 25 years, indicating that the dominant consumer segment belongs to Generation Z. This finding aligns with previous studies suggesting that Generation Z represents the primary market for otaku-themed merchandise due to their strong interest in Japanese popular culture and digital consumption patterns (Phornprapha & Podsatiangool, 2019). See Table 1

Table 1. Age Frequency Respondents

Age	Frequency	Percent
13 - 17 Tahun	19	11.2
18 - 22 Tahun	82	48.2
23 - 28 Tahun	54	31.8
Lebih dari 28 Tahun	15	8.8
Total	170	100.0

Source: Processed from primary data (2025)

In terms of purchasing behavior, the majority of respondents reported having made more than one purchase, suggesting a level of familiarity with the KORIGENGI brand. This condition provides a relevant basis for evaluating customer satisfaction, as respondents had sufficient experience to assess product quality, price suitability, and distribution performance.

4.2. Instrument Testing Results

4.2.1. Validity Test

The validity test results indicate that all questionnaire items used to measure product quality, price, distribution, and customer satisfaction had correlation coefficients exceeding the minimum acceptable value. This result confirms that all indicators were valid and capable of accurately measuring the intended constructs (Table 2).

Table 2. Validity Test

No	Variabel	Declaration	Pearson Correlation	Information
1	Quality of Product (X1)	X1.1	0.718	Valid
		X1.2	0.714	Valid
		X1.3	0.679	Valid
		X1.4	0.636	Valid

		X1.5	0.611	Valid
2	Price (X2)	X2.1	0.644	Valid
		X2.2	0.610	Valid
		X2.3	0.625	Valid
		X2.4	0.650	Valid
		X2.5	0.654	Valid
3	Distribution (X3)	X3.1	0.655	Valid
		X3.2	0.680	Valid
		X3.3	0.717	Valid
		X3.4	0.771	Valid
4	Customer's satisfaction (Y)	Y1.1	0.796	Valid
		Y1.2	0.751	Valid
		Y1.3	0.749	Valid

Source: Processed from primary data (2025)

4.2.2. Reliability Test

Reliability testing using Cronbach's Alpha shows that all variables exceeded the minimum threshold value of 0.70. This finding indicates that the research instrument demonstrates strong internal consistency and reliability, allowing the data to be used confidently for further statistical analysis (Table 3).

Table 3. Reliability Test

Variable	Cronbach Alpha	Criteria
Kualitas Produk	0.736	Reliable
Harga	0.797	Reliable
Distribusi	0.891	Reliable
Kepuasan Pelanggan	0.785	Reliable

Source: Processed from primary data (2025)

4.3. Classical Assumption Test Results

Using Kolmogorov-Smirnov Test (Nuray & Mutaqin, 2022), The normality test results indicate that the residual values were normally distributed, as shown by the distribution pattern and significance values exceeding the required threshold. See Table 4

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.40776536
Most Extreme Differences	Absolute	0.157
	Positive	0.089
	Negative	-0.157
Test Statistic		0.157
Asymp. Sig. (2-tailed)		.000 ^c

Source: Processed from primary data (2025)

The multicollinearity test demonstrates that all independent variables had tolerance values above 0.10 and variance inflation factor values below 10. This result confirms the absence of multicollinearity among the independent variables. See [Table 5](#)

Table 5. Multicollinearity Test

Coefficients ^a							
Model		Correlations			Collinearity Statistics		
		Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)						
	Kualitas Produk	0.011	-0.174	-0.155	0.885	1.130	
	Harga	0.444	0.303	0.278	0.539	1.857	
	Distribusi	0.389	0.156	0.137	0.564	1.772	
Collinearity Diagnostics ^a							
Model		Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Quality of Product	Price	Distribution
1	1	3.947	1.000	0.00	0.00	0.00	0.00
	2	0.029	11.690	0.00	0.75	0.04	0.18
	3	0.015	16.117	0.88	0.24	0.00	0.24
	4	0.009	20.581	0.12	0.01	0.95	0.58

Source: Processed from primary data (2025)

Furthermore, the heteroscedasticity test results indicate no clear pattern in the scatterplot distribution, suggesting that the regression model does not suffer from heteroscedasticity. These results confirm that the regression model meets the classical assumption requirements and is suitable for hypothesis testing. See [Table 6](#)

Table 6. Heteroscedasticity Test

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.100	0.874		1.259	0.210					
	Quality of Product	0.084	0.034	0.201	2.500	0.013	0.174	0.191	0.189	0.885	1.130
	Price	0.032	0.051	0.065	0.635	0.526	0.011	0.049	0.048	0.539	1.857
	Distribution	-0.099	0.054	-0.185	-1.838	0.068	-0.089	-0.141	-0.139	0.564	1.772
a. Dependent Variable: Abs_RES											

Source: Processed from primary data (2025)

4.4. Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to examine the effect of product quality, price, and distribution on customer satisfaction with KORIGENGI products on Tokopedia. The regression results show that all independent variables have positive regression coefficients, indicating a direct relationship with customer satisfaction ([Table 7](#)).

Table 7. Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.937	1.340		3.683	0.000
	Kualitas Produk	-0.118	0.052	-0.164	-2.282	0.024
	Harga	0.318	0.078	0.379	4.102	0.000
	Distribusi	0.167	0.082	0.183	2.029	0.044

Source: Processed from primary data (2025)

Product quality (Magar, 2025) exhibits the highest regression coefficient among the independent variables, suggesting that improvements in product design, durability, and aesthetic appeal significantly enhance customer satisfaction. Price also shows a positive coefficient, indicating that fair and competitive pricing contributes to higher satisfaction levels. Distribution performance, including delivery speed and order accuracy, further demonstrates a positive influence on customer satisfaction.

4.5. Hypothesis Testing

4.5.1. Effect of Product Quality on Customer Satisfaction

The findings from the partial hypothesis analysis confirm that product quality has a positive and statistically significant influence on customer satisfaction. This result indicates that customers highly value the quality of KORIGENGI products, particularly with regard to originality of design, durability of materials, and overall visual attractiveness. Within the otaku merchandise market, product quality extends beyond functional performance and includes aesthetic and symbolic dimensions. Consumers expect products to accurately reflect characters, themes, and artistic expressions associated with Japanese popular culture. When these expectations are fulfilled, customers tend to report higher levels of satisfaction. This outcome is in line with earlier research conducted by Kotler et al. (2018) and which emphasizes the role of product quality in shaping customer satisfaction.

4.5.2. Effect of Price on Customer Satisfaction

The results of the hypothesis testing indicate that price exerts a positive and statistically significant influence on customer satisfaction. This outcome suggests that customers view KORIGENGI's pricing as fair and consistent with the value delivered by the products. Within e-commerce environments, where price comparison among sellers is highly accessible, perceived price fairness plays a crucial role in shaping customer satisfaction. Generation Z consumers tend to place strong emphasis on pricing transparency and value-for-money considerations. Appropriate pricing not only enhances satisfaction levels but also lowers perceived purchasing risk. These results are in accordance with prior research indicating that competitive pricing strategies contribute to higher customer satisfaction and foster greater consumer trust in online marketplaces.

4.5.3. Effect of Distribution on Customer Satisfaction

The hypothesis testing results demonstrate that price has a positive and statistically significant effect on customer satisfaction. This finding implies that customers perceive KORIGENGI's pricing as appropriate and reflective of the value provided by its products. In online marketplace settings, where consumers can easily compare prices across sellers, perceptions of price fairness become a key factor influencing satisfaction. Generation Z consumers show a high sensitivity to pricing transparency and assessments of value relative to cost. Well-calibrated pricing strategies not only improve satisfaction but also help reduce perceived risks associated with online purchasing. These findings align with previous studies which suggest that competitive pricing enhances customer satisfaction and strengthens consumer trust in e-commerce platforms.

4.6. Discussion

The findings of this study confirm that customer satisfaction in e-commerce platforms is a multidimensional construct influenced by both tangible and intangible factors. Product quality serves as the primary driver of satisfaction, particularly in creative merchandise markets where aesthetic value and originality are highly valued. Price functions as a moderating factor that reinforces satisfaction when customers perceive fairness and value alignment. Distribution performance further strengthens satisfaction by ensuring a smooth and reliable transaction process. Collectively, these factors shape the overall customer experience and influence future purchase intentions. This study provides empirical evidence that supports existing marketing theories while offering context-specific insights into the otaku merchandise market in Indonesia. For local creative brands such as KORIGENGI, focusing on these key factors is essential for sustaining competitiveness in digital marketplaces.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

IGFST conceptualized the study, designed the methodology, conducted data analysis, and drafted the manuscript. PDPK, KSW, and MAD contributed to data collection, data interpretation, and manuscript revision. All authors have read and approved the final manuscript.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author for privacy.

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