

A DESCRIPTIVE ANALYSIS OF PRODUCT QUALITY, PRICE, BRAND IMAGE, AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN THE BATIK INDUSTRY

Che Mohd Syaharuddin Che Cob^{1*}
Tg Nur Liyana Tengku Mohamed Fauzi²
Mohd Hafeez Al-Amin Abdul Wahab³
Ain Izzati Syamimi Mohd Asdi⁴
Fatin Nabilah Muhammad⁵
Nur Fatin Syuhada Adnan⁶

¹Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kelantan (UiTMCK), Malaysia,
(E-mail: syaha793@uitm.edu.my)

²Academy of Language Studies, Universiti Teknologi MARA Cawangan Kelantan (UiTMCK), Malaysia,
(E-mail: nurliyana2701@uitm.edu.my)

³Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kelantan (UiTMCK), Malaysia,
(E-mail: mohdhafeez@uitm.edu.my)

Article history

Received date : 15-2-2025
Revised date : 16-2-2025
Accepted date : 23-3-2025
Published date : 15-4-2025

To cite this document:

Che Cob, C. M. S., Tengku Mohamed Fauzi, T. N. L., Abdul Wahab, M. H. A., Mohd Asdi, A. I. S., Muhammad, F. N., & Adnan, N. F. S. (2025). A descriptive analysis of product quality, price, brand image, and service quality towards customer satisfaction in the Batik Industry. *International Journal of Accounting, Finance and Business (IJAFB)*, 10 (59), 178 - 184.

Abstract: *This study examines customer satisfaction in the batik industry, focusing on product quality, price, brand image and service quality. Data was collected through surveys of customers of various batik retailers. The descriptive statistics show the mean values of each determinant to provide a comprehensive understanding of their impact on customer satisfaction. Service quality received the highest mean score, followed by brand image, product quality, and the price. This reflects the crucial role of service quality in customer satisfaction. The findings offer valuable implications for batik retailers seeking to increase customer satisfaction by prioritizing improvements in product quality and service offerings. Future research should investigate the dynamic interplay between these determinants and examine how digital marketing strategies can further influence customer satisfaction in the batik industry.*

Keywords: *Customer Satisfaction, Batik Industry, Product Quality, Service Quality, Brand Image*

Introduction

The batik industry in Malaysia, especially in Kelantan, is still important despite the rapid advancements in technology. Government initiatives aimed at preserving this national heritage have ensured that Malaysians continue to buy and wear batik for various occasions, including both formal and informal occasions such as family gatherings and weddings. However, while the industry retains its relevance domestically, it is struggling to expand internationally. Batik has evolved into a modern art form, attracting attention with contemporary designs that reflect today's lifestyles. This change has not only sustained local interest but also opened avenues for potential international appeal. The recognition of batik by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity in 2009 underscores its cultural significance (Ramlee et al., 2020). Nevertheless, the emergence of digitally printed batik poses a challenge as it offers consumers alternative options that could compromise the authenticity of traditional batik (Ramlee et al., 2020). In addition, the industry faces challenges in expanding its reach to international markets, mainly due to factors such as price, brand image, service quality and product quality.

Major Challenges of Kelantan Batik Industry

The batik industry in Kelantan faces major challenges despite its cultural relevance and support from the government. High production costs due to reliance on imported raw materials result in higher prices that can deter potential buyers, especially when cheaper imitations from other countries are readily available. Although efforts have been made to promote the unique identity of Malaysian batik, the industry still struggles to differentiate itself in a competitive market where foreign brands offer similar products at lower prices (Syed Shaharuddin et al., 2021). Service quality is another critical factor. Although excellent customer service can increase customer satisfaction and loyalty, many local producers lack the resources to provide such services, which affects their competitiveness (Syed Shaharuddin et al., 2021). Finally, maintaining high standards of product quality is critical to sustaining the industry's reputation, especially in the face of competition from inferior, mass-produced alternatives (Ramlee et al., 2020). The problem is that the industry needs to address these challenges, namely, pricing, brand image, service quality and product quality — to strengthen its international presence and competitiveness.

The aim of this study is to investigate the key factors that influence customer satisfaction in the Malaysian batik industry. Specifically, it will examine how pricing, which is influenced by high production costs and competition from cheaper imitations, affects consumer choice; assess the impact of brand image in differentiating Malaysian batik in a competitive market; evaluate the role of service quality in improving customer satisfaction given the resource constraints of local producers; and analyze the importance of maintaining high product quality standards in upholding the industry's reputation and attracting discerning customers. The study seeks to understand the role these factors play in customer satisfaction and to identify strategies that could improve the industry's international presence and competitiveness.

Literature Review

Customer satisfaction is an important measure of how well a product or service meets the customer's expectations and how they experience it overall. It reflects the subjective evaluation of a customer's interaction with a company and is influenced by factors such as product quality, service quality, price and brand image. Studies have shown that customer satisfaction is closely linked to the extent to which a product or service fulfills the customer's needs, desires and expectations and thus serves as an important performance indicator for companies (Franklin &

Director, 2023; Khoo, 2022; Sambo et al., 2022). High customer satisfaction not only shows that a company's offerings meet or exceed customer expectations, but also contributes to customer loyalty and business success (Kotler & Armstrong, 2016).

Product quality is a fundamental factor in customer satisfaction, as it is about how well a product meets customer needs and complies with industry standards. In the competitive business world where customer expectations are constantly rising, maintaining high product quality is crucial to ensure customer satisfaction (Agarwal & Kothari, 2020; Jaehun, 2020). Research has consistently shown that product quality has a significant impact on customer satisfaction, especially in the context of e-commerce, where the quality of products plays a crucial role in shaping the overall customer experience (Ferry Cahaya et al., 2023).

Price is another important factor that influences customer satisfaction. It represents the monetary value that customers are willing to pay for a product or service (Lee, H & Kim, 2019). The perceived value of a product in relation to its price plays an important role in shaping customer satisfaction. Studies have shown that customers tend to be more satisfied when they feel they are getting good value for their money, highlighting the importance of transparent and fair pricing strategies (Montevirgen, 2023; Brown & Jones, 2020; Smith, 2018). Furthermore, the sensitivity of different customer demographics to pricing underscores the need for companies to adopt tailored pricing strategies to optimize satisfaction (Garcia & Martinez, 2021).

Brand image is a powerful tool for differentiating a company from its competitors and plays a crucial role in influencing customer satisfaction (Ezgi, T. N., 2022). Strong and positive brand image can evoke emotional responses in customers, leading to higher levels of satisfaction and loyalty (Park, 2019; Babu et al., 2023; Davood & Atena, 2020). The emotional connection that customers develop with a brand can significantly increase their overall satisfaction and increase their lifetime value to the company. Therefore, managing and maintaining a positive brand image is essential for companies that want to achieve a high level of customer satisfaction in today's competitive market.

Service quality is closely linked to customer satisfaction as it measures how well a company's services meet or exceed customer expectations. High service quality not only leads to immediate customer satisfaction but also promotes long-term loyalty (Udayalakshmi & Sridevi, 2023; Parasuraman et al., 2017). Recent research has highlighted the dynamic nature of this relationship and emphasizes the importance of consistent, high-quality service across different channels to maintain customer satisfaction over time (Cronin & Taylor, 2019; Zhang & Wang, 2020). With the increasing prevalence of digital interactions, the quality of online service experiences, such as website usability and responsiveness, has also become a critical factor in customer satisfaction (Liu & Li, 2021).

To summarize, customer satisfaction is a multi-faceted concept that is influenced by product quality, price, brand image and service quality. Companies that excel in these areas are more likely to achieve higher levels of customer satisfaction, which in turn leads to customer loyalty and long-term success.

Conceptual Framework

Based on the research constructs of previous studies and extensive review of previous literature, a conceptual framework has been developed and present in Figure 1. This study intends to investigate the relationship between product quality, price, brand image, and service quality.

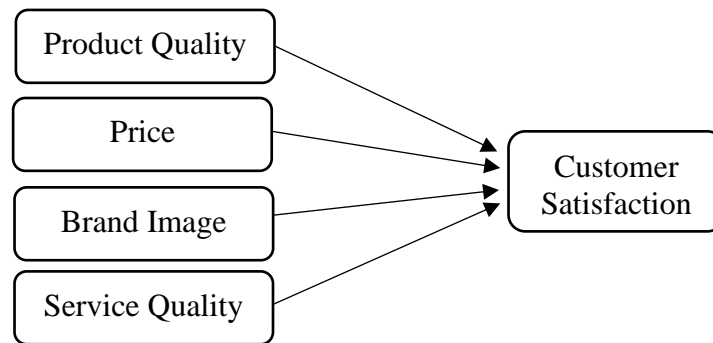


Figure 1: Conceptual Framework

Methodology

The research design for this study is based on a quantitative approach. The quantitative approach is suitable for deductive research, objective and outcome-oriented studies using standards for reliability and validity of statistical procedures (Hair et al., 2010). This study is cross-sectional research where the data is collected, analysed and summarized statistically while the conclusions are drawn at a single point in time. The measurement scale for the study was developed by adopting a list of potentially validated items from previous literature (Table 1). The constructs were operationalized using a five-point Likert scale (1=agree strongly disagree to 5=agree strongly agree) with 23 items measuring respondents' level of agreement with five variables. The empirical data used for this study was collected by means of a survey. The study focused on the batik industry in Kelantan and the questionnaire was randomly distributed to the respondents.

The study participants are primarily female and largely in their 20s and 30s. Most are married, have a bachelor's degree and work in the government sector. Income is generally below RM5,000 and the majority have less than five years of work experience. The actual data was filtered to check if the data was entered correctly if there were no missing values or outliers and if the distribution of variables was normal. SPSS version 23 was used to analyse the data. Descriptive statistical analysis was used to determine the product quality, price, brand image and service quality in relation to customer satisfaction in the batik industry.

Findings

The analysis of this study began with a reliability analysis to ensure the internal consistency of the constructs and to create confidence in the accuracy and reliability of the measurement scale. This was followed by a descriptive analysis to assess the central tendencies (means) and variances (standard deviations) for the key factors influencing customer satisfaction, including product quality, price, brand image and service quality. These sequential analyses provide a comprehensive understanding of how these determinants together influence customer satisfaction in the batik industry. In addition, the descriptive approach emphasises the relative importance of each factor, which facilitates the interpretation of customer priorities and preferences in this context. By combining these methods of analysis, the study provides solid insights into the primary drivers of satisfaction, forming the basis for actionable strategies to improve the customer experience.

Reliability Analysis

Cronbach's alpha (α) is the most common method for assessing reliability, including the reliability of a measurement scale or internal reliability (Nunnally & Bernstein, 1994; Sekaran

& Bougie, 2016). Various thresholds have been proposed in the literature. Nunnally (1978) and Hair et al. (2010) suggested that the alpha level should be 0.7 or higher. This means that an α -value higher than 0.7 indicates that the variables are internally consistent and appropriate measures for the study. Therefore, 0.70 was used as the minimum value for the internal consistency of the constructs in this study. In this study, the results for all variables varied between 0.74 and 0.92 (Table 1). As all values were greater than 0.7, they were within the acceptable threshold, indicating that all variables were reliable.

Table 1: Reliability Analysis

Factors	Cronbach's Alpha
Product quality	0.74
Price	0.83
Brand image	0.87
Service quality	0.86
Customer satisfaction	0.92

Descriptive Analysis

The current level of customer satisfaction is measured by the mean value. The result of the mean value shows that the current level of customer satisfaction is high. The results show that the mean scores for product quality, price, brand image, service quality and customer satisfaction are 4.2398, 4.2256, 4.3512, 4.3659 and 4.2927 respectively. The results show that service quality received the highest mean score, reflecting its crucial role in customer satisfaction. Brand image and product quality followed closely behind, highlighting the importance of a consistent and reliable presence of a strong brand and good customer service. Price, while still significant, had the lowest mean score, suggesting that customers are willing to pay a premium for high quality products and services. Therefore, all variables received very high mean scores. The standard deviations for each variable, namely customer satisfaction, product quality, price, brand image, service quality and customer satisfaction were 0.6203, 0.6029, 0.6033, 0.5776 and 0.5900 respectively. Table 4. shows the descriptive analysis of all variables: Product Quality, Price, Brand Image, Service Quality and Customer Satisfaction.

Table 2: Descriptive Analysis

Factors	Mean	SD
Product quality	4.2398	0.6203
Price	4.2256	0.6029
Brand image	4.3512	0.6033
Service quality	4.3659	0.5776
Customer satisfaction	4.2927	0.5900

Summary and Conclusions

The results show that the batik industry in Malaysia, particularly in Kelantan, has high customer satisfaction in terms of several key factors. The analysis revealed that service quality, brand image and product quality play a crucial role in customer satisfaction, with service quality receiving the highest average score. This underlines the importance of excellent customer service in maintaining a satisfied customer base. Brand image and product quality also scored highly, highlighting the importance of consistent and reliable products and a strong brand presence. Price, while rated as important, had the lowest mean score among the factors,

suggesting that customers are generally willing to pay a premium for quality batik products and services. The high reliability scores for these factors confirm their importance to customer satisfaction in the batik industry. Overall, the study suggests that while pricing continues to play a role, the focus should be on maintaining high standards of service quality, brand image and product quality to promote customer loyalty and satisfaction.

However, this study has several limitations. First, it is based on a cross-sectional design, which limits the ability to capture dynamic changes in customer preferences over time. Second, the sample is geographically limited to Kelantan, which may not fully represent customers' experiences and perceptions in other regions or internationally. Third, the study focused on four key factors, while other influential variables, such as digital marketing or cultural factors, were not examined.

Future research should take these limitations into account by conducting longitudinal studies to examine the evolution of customer expectations and behaviors. Expanding the geographical scope to include diverse customer demographics in Malaysia and international markets would allow for a more comprehensive understanding. In addition, future studies could examine the impact of digital transformation, such as online shopping platforms, on customer satisfaction. Examining the interplay between cultural values and consumer behavior could also lead to insights that help the batik industry remain competitive in a global market.

References

- Agarwal R.C. & Dr. Kothari N.S. (2020). Fundamentals of Marketing B. Com. (Semester IV). SPBD Publishing House.
- Babu, M.K., & K. A. (2023, June). The Mediating Effect of Price on The Relationship Between Brand Image and Customer Satisfaction Towards Dairy Products. *Journal of Livestock Science*, 14, 198-203.
- Brown, A. & Jones. (2020). Understanding Customer Perceptions of Value: A Comprehensive Review. *Journal of Consumer Psychology*, 28(2), 256-278.
- Cronin, J. & Taylor (2019). Measuring Service Quality: A Re-examination and Extension. *Journal of Marketing*, 56(3), 55-68.
- Davood G., Atena. R. (2020). The Role of Emotional Structures in The Relationship Between Satisfaction and Brand Loyalty. *Cogent Psychology*, 7(1).
- Ezgi, T. N. (2022, June). Success Model of Online Food Delivery System: The Role of Brand Image in Customer Responses. *Innovative Marketing*, 18(2), 148-160.
- Ferry Cahaya, Y., Siswanti, I., Mihadi Putra, Y., & Pattiwael, A. C. (2023). Contributions to Customer Satisfaction from Product Quality, Promotion and Price. *Journal of Economics, Finance and Management Studies*, 6(6).
- Franklin, A., & Director. (2023, November 14). What is Customer Satisfaction? Definition Importance. Zendesk. <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>
- Garcia, R. & Martinez. (2021). Segmenting the Market: Understanding Price Sensitivity Across Customer Groups. *Journal of Marketing Management*, 36(7- 8), 601-619.
- Hair, J. F., Black, W. C., Babin, B. J. et al. (2010). Multivariate Data Analysis (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Jaehun, P. (2020, May). Framework for Sentiment-Driven Evaluation of Customer Satisfaction with Cosmetics Brands. IEEE Access.

- Khoo, K.L. (2022). A Study of Service Quality, Corporate Image, Customer Satisfaction, Revisit Intention and Word-Of-Mouth: Evidence from The KTV Industry. *PSU Research Review*, 6(2), 105-119.
- Kotler, P. and Armstrong, G. (2018), Principles of Marketing. Pearson Education Limited (17 ed.).
- Lee, H. & Kim. (2019). Price and Value: The Dual Role of Pricing in Consumer Satisfaction. *Journal of Business Research*, 74, 80-89.
- Liu, J. & Li (2021). The Impact of Website Quality on Online Customer Satisfaction: A Comprehensive Model. *Information & Management*, 58(2), 103437.
- Montevirgen, K. (2023, December). Price. Encyclopaedia Britannica.
<https://www.britannica.com/money/price-economics>
- Nunnally, J.C. (1978). Psychometric theory. 2nd Edition, McGraw-Hill, New York.
- Nunnally, J.C. & Bernstein, I.H. (1994) The Assessment of Reliability. *Psychometric Theory*, 3, 248-292.
- Parasuraman, A. e. (2017). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Park, H. P. (2019, August). The Effect of Emotional Image on Customer Attitude. *Journal of Asian Finance Economics and Business*, 6(3), 259-268.
- Ramlee, N. A. Z., Wan Omar, W. M., Ramli, N. H., & Mohammad, S. N. F. (2020). Kelantan batik: What makes it a preferred product? *JIBE UiTM*, 5(1), 36-45.
- Sambo, E., Ukpata, I. S., Atiga, M. M., & Fumba, J. (2022). Impact of Product Quality on Customer Satisfaction and Loyalty. *Nigerian Academy of Management Journal*, 17(2), 145-155.
- Smith, J. e. (2018). The Impact of Pricing on Customer Satisfaction. *Journal of Marketing Research*, 42(3), 321-335.
- Syed Shaharuddin, S. I., Shamsuddin, M. S., Drahman, M. H., Hasan, Z., Mohd Asri, N. A., Nordin, A. A., & Mohd Shaffiar, N. (2021). A review on the Malaysian and Indonesian batik production, challenges, and innovations in the 21st century. *SAGE Open*, 11(3), 1-19.
- Udayalakshmi, C., & Sridevi, J. (2023). Service quality models: A review with respect to fast food restaurants. *BOHR International Journal of Social Science and Humanities Research*, 2(1), 92-96.