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Effect of price fairness, service quality, brand imagedand product quality on consumer satisfaction Electric Cars (Ev) in Indonesia

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ABSTRACT

This study aims to analyze the effect of price fairness, service quality, brand image and product quality on consumer satisfaction of electric cars (EV) in Indonesia. This research was conducted on 200 electric car (EV) consumers in Indonesia. The sample of respondents was selected according to the criteria and data collection questionnaire with a Likert Scale distributed online. In this study, the PLSSEM method was used to analyze the data. The results of the study are that service quality and product quality affect consumer satisfaction of electric car (EV) consumers in Indonesia positively and significantly, while the variables that have no effect are price fairness and brand image.

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INTRODUCTION

The visit of the Coordinating Minister for Maritime Affairs and Investment Luhut Binsar Pandjaitan to the Hyundai electric car factory in Bekasi, West Java, last week gave a strong signal. The government will accelerate the development of the electric vehicle industry (Setiawan, 2020). The construction of the factory is a form of implementation of Hyundai's investment commitment to develop Indonesian electric cars. The signing of the agreement took place in South Korea on November 26 last year. The target is not only for Indonesia to develop electric cars for domestic needs, but also for Southeast Asia, the Middle East and Africa. Indonesia will become one of the main EV markets in ASEAN (www.katadata.co.id, 2022).

However, there are still many obstacles in the adaptation of electric vehicles. First of all,compared to gasoline-fueled vehicles, the price is still expensive. Second, the availability of public vehicle charging stations or SPKLUs is still scarce. Third, the types of cars are still limited. All this greatly affects consumer psychology. Ideally, the government provides incentives for EV production and taxation. This could bring the price down to around IDR 400 million. In contrast, Hyundai has just launched two electric vehicles in Indonesia, the Ioniq and Kona models, which cost around 600 million rupiah. (www.katadata.co.id, 2022).

Customer satisfaction is something that must be achieved by every company in determining the marketing strategies and tactics that are made. Consumer satisfaction is a measure of the trust that consumers experience after the perceived results of performance are compared with expectations. Consumers will be satisfied if the performance provided by the company exceeds expectations, but if the consumer is dissatisfied, it means that the performance provided is lower than consumer expectations. (Pagiu & Ta'dung, 2022). Many factors influence consumer behavior in consumer satisfaction. In a consumer satisfaction, a consumer is influenced by internal factors and external factors. In addition, the number of electric car products is more considered by consumers.

Waruwu et al. (2021) in his research explained that a product is anything that can be offered to the market for attention, use, purchase or consumption that can satisfy the wants or needs expected by the wearer. Alfakih et al. (2022) reveal that loyalty to locally operating Malaysian car brands is based on a variety of determinants, with some being directly linked to brand satisfaction. The significance of this study can be seen in the incorporation of brand satisfaction as a mediating variable to explain the association between brand price, brand image, brand trust and brand loyalty. The brand represents the customer's perception and feelings towards the product and everything about how the product or service can mean something to the consumer. Brand image is not only about names and symbols, but related to the customer buying the product physically and emotionally. (Abu-Alkeir, 2020). The strength of the association refers to a function that refers to how much (quantity) information is received and how its quality is processed in the customer's memory, so that it can become part of the brand image with existing brand knowledge (Bernarto et al. 2022)

Customer satisfaction and the perceived fairness of the price of a product or service are related through the product or service itself. Previous research on customer satisfaction by (Akiyama et al. 2021), (Ashraf et al. 2019) & (Herrmann et al., 2007) has shown that fairness has a major influence on customer satisfaction. The perceived fairness of the price plays an important role in any exchange transaction. This service quality or better known as SERVQUAL is considered as an important factor in interpreting customer satisfaction. (Balinado et al. 2021). Garcia et al. (2020) revealed that satisfaction with car brands and satisfaction with after-sales service both contribute to customer loyalty.

Product quality is the product's ability to satisfy consumer needs or wants. Marketers who do not pay attention to the quality of the products or services offered will disappear when consumers become disloyal (Amron, 2018). Wang & Wang (2019) argue that consumer satisfaction determines perceived quality because he feels that consumer satisfaction accumulated over successful trades ultimately leads to good consumer quality perceptions overall and thereby constructs a model.

According to Nikmah et al. (2022) says price is the sum of the values that consumers exchange for the benefits of owning or using a product or service whose value is determined by buyers and sellers through bargaining or set by sellers for the same price for all buyers. According to Nikmah et al. (2022) says price is the sum of the values that consumers exchange for the benefits of owning or using a product or service whose value is determined by buyers and sellers through bargaining or set by sellers for the same price for all buyers. Perceived price fairness arises when consumers perceive that they are paying more than they should, and they suspect that other customers are paying less. (Opata et al. 2019). Simply,

Biswas et al. (2019) have taken a survey-based approach to evaluate customer satisfaction of Electric Vehicles in Bangladesh using Heterogeneous Customer Satisfaction Index (HCSI) their customers are satisfied according to seven out of ten attributes by training facilities suggested to reduce accident risk to increase the sustainability of Electric Vehicles by reducing vehicle fossil fuels in the near future

All of the indicators above have actually been accumulated with indicators from Parry et al. (2020) which mentions five dimensions of measuring customer satisfaction in the service sector, such as 1) satisfaction with the process; 2) satisfaction with personal care; 3) satisfaction with waiting times; satisfaction with the queue time that customers must pass to wait their turn to get services from service providers; 4) satisfaction with the place; and 5) overall satisfaction - the level of satisfaction experienced by customers with the service as a whole.

RESEARCH METHOD

This research was carried out using a quantitative method using a survey where the research would take samples from one population and use a questionnaire as a primary data collection tool that would be used to analyze the relationship or impact of the independent variables on the dependent variable. (Sekaran & Bougie, 2016). The questionnaire is a series of written questions answered by respondents to obtain field/empirical data information to help researchers solve research problems and test established hypotheses (Arikunto et al. 2017). This study uses the variable price fairness (X1), service quality (X2), brand image (X3) and product quality (X4) as independent variables and then consumer satisfaction (Y) as the dependent variable. Usually primary data is obtained from field studies and questionnaires (Wahyudi, 2017). Secondary data is data that is processed and published by certain institutions (Wahyudi, 2017). *Convenience sampling*is the method used in this study, namely taking respondents as a sample based on the time and place the researcher met and entering the sample criteria (Sugiyono, 2017).

RESULTS AND DISCUSSIONS

Characteristics of Respondents

The questionnaire was distributed to 220 respondents, but it was determined that only 200 respondents' answers were used because they matched the respondent's criteria, namely buying an electric car (EV) in Indonesia

Respondent characteristics are one aspect that also influences the understanding of the population sample. The characteristics of the respondents mentioned in this study are gender, age, occupation and income per month. Characteristic data with the following explanation is needed to support the implementation of the analysis.

Descriptive Analysis

Variable Descriptive Analysis of Price Fairness

Table1. Variable Descriptive Analysis of Price Fairness

Code	Question Items	Average	Category
HG1	Price is an important factor when buying an EV	5,990	Agree
HG2	I consider the relationship between Price & Quality	6025	Agree
HG3	I prefer reasonable prices for EVs	6020	Agree
HG4	The relationship between the values of money is very important	6,060	Agree
HG5	EV considers to be the most expensive price	5,560	Agree

Source: Primary Data Processing (2022)

Based on Table1. above, shows that the average sample of respondents agrees with the five existing indicators.

Descriptive Analysis of Brand Image Variables

Table2. Descriptive Analysis of Brand Image Variables

Code	Question Items	Average	Category
CM1	This car brand reflects my personality	5,730	Agree
CM2	This car brand has a very good reputation in the market	5,815	Agree
CM3	This automaker has a very good reputation in the	5,820	Agree

	market		
CM4	The quality of the car corresponds to the price paid for it	5,730	Agree

Source: Primary Data Processing (2022)

Based on Table2. mentioned above, shows that the average sample of respondents agrees with the four indicators.

Variable Descriptive Analysis of Product Quality

Table3. Variable Descriptive Analysis of Product Quality

Code	Question Items	Average	Category
KPRO1	EV cars have reliable engines	5,770	Agree
KPRO2	EV cars have economical fuel consumption	5,945	Agree
KPRO3	EV cars are equipped with the latest technology	6055	Agree
KPRO4	EV cars have attractive interiors	6025	Agree
KPRO5	EV cars have an attractive exterior	5,935	Agree
KPRO6	EV cars are equipped with adequate safety features	5,895	Agree

Source: Primary Data Processing (2022)

Table3 mentioned above, shows that the average sample of respondents agrees with the six indicators.

AnVariable Descriptive Analysis of Electric Car (EV) Consumer Satisfaction

Table4. Variable Descriptive Analysis of Electric Car (EV) Consumer Satisfaction

Code	Question Items	Average	Category
KK1	In general, I am satisfied with this electric car	5,860	Agree
KK2	I am satisfied with the comfort of this car	5,805	Agree
KK3	I am satisfied with the maneuverability of this car	5,760	Agree
KK4	I am satisfied with the performance of this car	5,725	Agree
KK5	I am satisfied with the safety of this car	5,685	Agree
KK6	In my opinion, the price of this electric car is affordable.	5,425	Agree

Source: Primary Data Processing (2022)

Based on Table4.mentioned above, shows that the average sample of respondents agrees with the six indicators.

HData Analysis results

Evaluation of the Measurement Model (Outer Model)

This analysis consists of two stages, the first is the reliability test stage and the validity test stage (Hair et al, 2019).

a. Convergent Validity Testing - Stage 1

Table5. Testing Convergent Validity Loading Factor and AVE Stage 1

Variable	Items	Loading Factor	*AVE*
Reasonable Price (X1)	HG1	0.727	0.487
	HG2	0.798	
	HG3	0.749	
	HG4	0.623	
	HG5	0.564	
Service Quality (X2)	KPEL1	0.717	0.679
	KPEL2	0.823	
	KPEL3	0.846	
	KPEL4	0.834	
	KPEL5	0.867	
	KPEL6	0.849	

Brand Image (X3)	CM1	0.768	0.622
	CM2	0.802	
	CM3	0.713	
	CM4	0.865	
Product Quality (X4)	KPRO1	0.563	0.600
	KPRO2	0.780	
	KPRO3	0.811	
	KPRO4	0.819	
	KPRO5	0.814	
	KPRO6	0.826	
Consumer Satisfaction (Y)	KK1	0.766	0.616
	KK2	0.838	
	KK3	0.815	
	KK4	0.812	
	KK5	0.745	
	KK6	0.726	

Source: Primary Data Processing (2022)

Based on the processing of factor loading and AVE values in Table5. above, it can be concluded that there are values that are not in accordance with the rule of thumb. Therefore, all variables from a sample of 200 respondents can be analyzed further by doing step 2.

b. Discriminant Validity Testing - Stage 1

Table6. Actual Discriminant Validity Test Results – Fornell and Larcker criterion stage 1

	Image Brand (X3)	Satisfaction Consumer (Y)	Fairness Price (X1)	Quality Service (X2)	Quality Product (X4)
Brand Image (X3)	0.789				
Consumer Satisfaction (Y)	0.550	0.785			
Reasonable Price (X1)	0.520	0.301	0.698		
Service Quality (X2)	0.573	0.710	0.303	0.824	
Product Quality (X4)	0.807	0.603	0.494	0.509	0.774

Source: Primary Data Processing (2022)

Table 6. shows that the value of the Fornell Larcker Criterion discriminant validity test where there is a smaller construct value than other constructs, namely product quality, while other variables are larger so that it can be categorized as a valid discriminant.

Table7. Actual Discriminant Validity Test Results - Heterotrait -Monotrait stage 1

	Image Brand (X3)	Satisfaction Consumer (Y)	Fairness Price (X1)	Quality Service (X2)	Quality Product (X4)
Brand Image (X3)					
Consumer Satisfaction (Y)	0.632				
Reasonable Price (X1)	0.655	0.364			
Service Quality (X2)	0.671	0.783	0.376		
Product Quality (X4)	0.968	0.673	0.623	0.573	

Source: Primary Data Processing (2022)

In Table7HTMT criteria show that there is a result > 0.9 for product quality, so it does not meet the criteria for discriminant validity test.

c. Convergent Validity Testing - Stage 2

Table8. *Testing Convergent Validity Loading Factor and AVE Stage 2*

Variable	Items	*Loading Factor*	*AVE*
Reasonable Price (X1)	HG1	0.757	0.661
	HG2	0.868	
	HG3	0.811	
Service Quality (X2)	KPEL1	0.717	0.679
	KPEL2	0.823	
	KPEL3	0.846	
	KPEL4	0.834	
	KPEL5	0.867	
	KPEL6	0.850	
Brand Image (X3)	CM1	0.768	0.622
	CM2	0.802	
	CM3	0.712	
	CM4	0.865	
Product Quality (X4)	KPRO5	0.937	0.837
	KPRO6	0.892	
Consumer Satisfaction (Y)	KK1	0.763	0.615
	KK2	0.836	
	KK3	0.814	
	KK4	0.813	
	KK5	0.746	
	KK6	0.729	

Source: Primary Data Processing (2022)

From the results of the Phase 2 test presented in Table8above, it was found that the 22 variable indicators of the research model had an outer loading value above 0.70 as the required limit (Hair et al. 2019). It was concluded that all the indicators in this study could be trusted to assess their respective constructs.

d. Discriminant Validity Testing - Stage 2

Table9. Actual Discriminant Validity Test Results – Fornell and Larcker criterion Stage 2

	Image Brand (X3)	Satisfaction Consumer (Y)	Fairness Price (X1)	Quality Service (X2)	Quality Product (X4)
Brand Image (X3)	0.789				
Consumer Satisfaction (Y)	0.551	0.785			
Reasonable Price (X1)	0.515	0.275	0.813		
Service Quality (X2)	0.573	0.710	0.303	0.824	
Product Quality (X4)	0.670	0.563	0.349	0.460	0.915

Source: Primary Data Processing (2022)

Table9.shows that the value of the Fornell Larcker Criterion discriminant validity test where the value of the construct is greater than the other constructs with this each variable can be categorized as a valid discriminant.

Table10 Actual Discriminant Validity Test Results – Heterotrait –Monotrait Stage 2

	Image Brand (X3)	Satisfaction Consumer (Y)	Fairness Price (X1)	Quality Service (X2)	Quality Product (X4)
Brand Image (X3)					
Consumer Satisfaction (Y)	0.632				
Reasonable Price (X1)	0.639	0.327			
Service Quality (X2)	0.671	0.783	0.363		
Product Quality (X4)	0.820	0.646	0.446	0.526	

Source: Primary Data Processing (2022)

The recommended measurement value in the HTMT analysis in PLS, has been set to be less than 0.85, even though there are values above 0.85 to a maximum of 0.90, it is still considered sufficient. In Table 4.18 the criteria for HTMT are <0.9, so it meets the criteria for the discriminant validity test.

Reliability Testing

Table11. Reliability Testing

	Cronbach's Alpha	Composite reliability
Reasonable Price (X1)	0.748	0.854
Service Quality (X2)	0.905	0.927
Brand Image (X3)	0.798	0.868
Product Quality (X4)	0.808	0.911
Consumer Satisfaction (Y)	0.875	0.905

Source: Primary Data Processing (2022)

Based on Table11CA and CR values, it can be seen that all CA and CR values obtained values greater than 0.6 and 0.7. These result values indicate that the variables as a whole have reliability that matches the criteria as well.

R-Square

Table12. R-Square Test Results (R2)

	R Square
Consumer Satisfaction (Y)	0.577

Source: Primary Data Processing (2022)

In Table12above, the R2 value for the electric car (EV) consumer satisfaction variable is 0.577. The value of these results explains the percentage influence of the magnitude of electric car consumer satisfaction (EV) which can be explained by the variables of price fairness, service quality, brand image, and product quality of 57.7% while the remaining 42.3% is explained by other variables that do not described in this study.

Hypothesis test

Table13. Testing Path Coefficient and T-statistics

hypothesis	Variable Relations	Mark path coefficient	Mark t-statistics	Mark P-value	Conclusion
H1	Reasonable Price (X1) -> Consumer Satisfaction (Y)	-0.020	0.248	0.804	Not supported
H2	Service Quality (X2) -> Consumer Satisfaction (Y)	0.556	5,807	0.000	supported
H3	Brand Image (X3) -> Consumer Satisfaction (Y)	0.057	0.461	0.645	Not supported
H4	Product Quality (X4) -> Consumer Satisfaction (Y)	0.276	3,538	0.000	supported

Source: Primary Data Processing (2022)

Based on Table13. it can be seen that the price fairness variable has a negative relationship with electric car consumer satisfaction (EV) of -0.020. This relationship means that if the fairness of the price increases by one unit, the electric car (EV) consumer satisfaction will also decrease by 0.020 and vice versa. The result value of the t-statistic is also smaller than 1.64, which is 0.804, which means that the relationship between the two variables is not significant. Thus, H1, namely price fairness has a positive influence on electric car (EV) consumer satisfaction is not supported.

The service quality variable has a positive relationship with electric car consumer satisfaction (EV) of 0.556. The brand image variable has a positive relationship with electric car consumer satisfaction (EV) of 0.057. Thus, H3, namely brand image has a positive influence on

electric car (EV) consumer satisfaction is not supported. The product quality variable has a positive relationship with electric car consumer satisfaction (EV) of 0.276. Thus, H4, namely product quality has a positive influence on electric car (EV) consumer satisfaction.

CONCLUSION

The results of this study will be used to answer the problems in Chapter 1 which were previously presented. After distributing the questionnaires electronically and analyzing the data obtained with PLS-SEM, the conclusions of this study were concluded.Price fairness does not have a positive effect on electric car (EV) consumer satisfaction.Service quality has a positive effect on electric car (EV) customer satisfaction. Brand image has no positive effect on electric car (EV) consumer satisfaction. Product quality has a positive effect on electric car (EV) consumer satisfaction.

The results of the research that have been obtained, it is hoped that the management can find out the variables that affect consumer satisfaction with electric cars (EV). The results of this research will also be input or consideration when innovating or improving the existing situation. Managerial implications based on the results of this study, namely: There are several models of electric cars that have been sold in Indonesia. However, the price of electric cars in Indonesia is still relatively high. The market is still small. Electric cars have only 0.4% market share. In 2021, electric car sales reached 3,193 units, a 3-fold increase but still small compared to conventional vehicles. Growth of around 80% is needed between 2022-2030 to reach the government's target of 600 thousand units in 2030. Compared to the international market, electric vehicles in Indonesia still need a stronger push. One of them is the provision of fiscal and non-fiscal incentives. There are still some barriers to electric vehicles in Indonesia. The first is about the price which is relatively expensive at this time

Related to price fairness, where a consumer has a fair price perception on a product, especially electric cars (EV), positive feelings will develop gradually and result in satisfaction. Perceived price serves as a prominent factor in measuring consumer satisfaction. In addition, the perception of fairness will depend on the quality of service received relative to the price paid. Price fairness can be evaluated by the Derivative value, the prices offered by competitors and those paid by other consumers, and the prices set. offered by competitors and paid by other consumers, and pricing practices. Price fairness occurs when consumers feel they have paid more than they should in relation to the performance of a product or service. Also when consumers suspect that other consumers are paying less, then the problem of the perception of fairness of price will arise because 'no consumer will be happy to pay more than others'.

In terms of service quality, the quality offered is if the consumer believes that the consumer's purchasing power is in accordance with the price offered. In this research it was found that service quality has an effect on customer satisfaction. So to get satisfied consumers, service quality needs to be improved. Quality service can be realized through meeting the needs and desires of consumers and the accuracy of delivery to meet consumer expectations. Services that are in accordance with the needs, desires and expectations, will affect consumer perceptions of these services so that they have an impact on consumer satisfaction

With the existing brand image, electric car manufacturers are always trying to maintain or even improve a good image, even though electric cars (EV) are something new for consumers because they will bring satisfaction. If a product or brand is found to be less in accordance with the desired quality, consumers will feel disappointed and the most detrimental will turn to other similar products or brands. Therefore, a quality product must be able to increase consumer satisfaction. Quality reflects all dimensions of product offerings that generate benefits for consumers. Improving the quality of a product is one of the company's strategies to attract the attention of consumers. Consumers will use their judgment in determining and making decisions, especially when buying quality products. This means that consumers will prefer products with better quality than those with lower quality.

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