

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND TIKTOK INFLUENCER MARKETING ON IWEARINGHIJAB CUSTOMER SATISFACTION

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh kualitas produk, harga, dan influencer marketing di TikTok terhadap kepuasan pelanggan Iwearinghijab Madiun. Penelitian menggunakan pendekatan kuantitatif dengan purposive sampling terhadap 150 responden yang pernah membeli produk Iwearinghijab minimal dua kali, memiliki TikTok, dan berusia minimal 17 tahun. Data dikumpulkan melalui kuesioner Google Forms dengan skala Likert empat poin dan dianalisis menggunakan SPSS 25. Landasan teori penelitian adalah Expectation Disconfirmation Theory (EDT), yang menjelaskan kepuasan melalui perbandingan antara harapan konsumen dan kinerja aktual. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif dan signifikan, dan influencer marketing berpengaruh positif dan signifikan

Kata Kunci: Kualitas Produk, Harga, Influencer Marketing, Kepuasan Pelanggan

Abstract

This study aims to analyze the influence of product quality, price, and influencer marketing on TikTok on the customer satisfaction of Iwearinghijab Madiun. The study employs a quantitative approach using purposive sampling, involving 150 respondents who had purchased Iwearinghijab products at least twice, possessed a TikTok account, and were at least 17 years old. Data were collected via a Google Forms questionnaire using a four-point Likert scale and analyzed using SPSS 25. The study is grounded in Expectation Disconfirmation Theory (EDT), which explains satisfaction through a comparison between consumer expectations and actual performance. The results indicate that product quality, price, and influencer marketing all have a positive and significant effect on customer satisfaction.

Keywords: Product Quality, Price, Influencer Marketing, Customer Satisfaction

A. INTRODUCTION

The development of Muslim fashion has made hijab not only a religious garment but also part of identity, lifestyle, and fashion expression. The increasing interest in modest fashion has encouraged local hijab businesses to compete through product variety, material quality, contemporary designs, competitive prices, and digital promotion. In this environment, consumers increasingly compare products before purchasing and evaluate whether the product they receive corresponds with their initial expectations. The competition is particularly relevant for local hijab brands in Madiun, where consumers can choose among various stores and online sellers.

Iwearinghijab is a local hijab business in Madiun that offers square hijabs, pashmina, and instant hijabs in various models and colors. The thesis identifies more than 150 available hijab colors, a physical store, varied materials, and competitive prices as important strengths. At the same time, Iwearinghijab faces competition from local brands such as Veehijabs, Heejab, and Secala Hijab. Digital channels, especially TikTok, are used through live streaming, short-form content, and collaboration with influencers or affiliates. This competitive situation makes customer satisfaction important because customers who feel that the actual product, price, and promotional information meet their expectations are more likely to remain satisfied and repurchase.

Product quality is one of the important determinants of satisfaction in the hijab market. Consumers can evaluate quality through comfort, material characteristics, durability, neatness of stitching, ease of shaping, consistency, and design. Research cited in the thesis indicates that product quality can affect satisfaction, although previous findings are not always consistent. Jannah and Hayuningtias (2024) and Setiawan et al. (2025), for example, support the importance of product quality and price-related factors in customer evaluation. This inconsistency provides a basis for examining product quality specifically in the context of Iwearinghijab Madiun.

Price is also important because consumers do not evaluate the nominal amount alone; they compare the sacrifice of money with the quality and benefits received. The thesis describes Iwearinghijab as operating within a competitive price range and serving a market dominated by young consumers, particularly students and university students. Previous research cited in

the thesis reports positive and significant effects of price on customer satisfaction, while other studies have found insignificant relationships. This research therefore examines whether the price offered by Iwearinghijab is able to support customer satisfaction in the local market.

Influencer marketing has become relevant because TikTok allows product information to be delivered through demonstrations, reviews, tutorials, and interactive content. Influencers can reduce uncertainty by showing product details and communicating experiences in a form that is close to the target audience. Nabilah et al. (2023), Sainap (2025), and Nawastuti and Irmawati (2023) describe the strategic role of influencers in building attention, credibility, and consumer responses. Nevertheless, the thesis also notes inconsistent findings concerning influencer marketing and satisfaction, making the Iwearinghijab Madiun context relevant for further examination.

The theoretical foundation of this study is Expectation Disconfirmation Theory (EDT). The theory explains customer satisfaction through a comparison between initial expectations and actual performance after consumption. Positive disconfirmation occurs when actual performance exceeds expectations, confirmation occurs when performance meets expectations, and negative disconfirmation occurs when performance falls below expectations. In this study, product quality, price, and influencer marketing are viewed as factors that shape expectations and evaluations before and after purchase. When the actual product experience and information received are consistent with or exceed expectations, customer satisfaction is expected to increase.

Based on the background and research gap, this study aims to analyze the effect of product quality, price, and influencer marketing on TikTok on customer satisfaction among Iwearinghijab consumers in Madiun. The hypotheses are: H1, product quality has a positive and significant effect on customer satisfaction; H2, price has a positive and significant effect on customer satisfaction; and H3, influencer marketing has a positive and significant effect on customer satisfaction.

B. METHOD

This research used a quantitative approach and was conducted on consumers of Iwearinghijab in Madiun. The population consisted of Iwearinghijab customers whose exact number was not known. The sample consisted of 150 respondents. The thesis applied purposive sampling with the following criteria: respondents had purchased Iwearinghijab products at least twice, had a TikTok account, and were at least 17 years old. Data were collected through a questionnaire distributed using Google Forms.

The questionnaire used a four-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. Product quality (X1) was measured through indicators including form, features, customization, work quality, conformance quality, durability, reliability, ease, style, and design. Price (X2) was measured through affordability, price conformity with product quality, price conformity with benefits, and price according to consumer ability or price competitiveness. Influencer marketing (X3) was measured through trustworthiness, expertise, and attractiveness, while customer satisfaction (Y) was measured through satisfaction, intention to repurchase, recommendation to others, and fulfillment of customer expectations.

Data analysis was performed using SPSS version 25. The analysis included descriptive statistics, validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroskedasticity tests, multiple linear regression, t tests, and coefficient of determination. The regression model was specified as $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is customer satisfaction, X1 is product quality, X2 is price, X3 is influencer marketing, a is the constant, b is the regression coefficient, and e is the error term.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

The respondents were dominated by young consumers. Of 150 respondents, 117 people (78%) were aged 17–25 years. Pelajar/mahasiswa formed the largest occupational group with 85 respondents (56.67%). In terms of monthly income or allowance, the largest group had Rp1,000,000–Rp2,500,000 with 61 respondents (40.67%). Madiun was the largest domicile group with 81 respondents (54%), and 99 respondents (66%) had purchased Iwearinghijab

twice. These characteristics indicate that the sample was strongly connected to the young and price-conscious consumer segment targeted by the brand.

Table 1. Respondent characteristics

Characteristic	Dominant category	n	%
Age	17–25 years	117	78.00
Occupation	Student/University student	85	56.67
Income/allowance	Rp1,000,000–Rp2,500,000	61	40.67
Domicile	Madiun	81	54.00
Purchase frequency	2 purchases	99	66.00

Source: Data processed from the thesis dataset (2026).

2. Instrument and Classical Assumption Tests

The instrument testing showed that all questionnaire items were valid because the calculated correlation values were positive and exceeded the r-table value of 0.1603. Reliability testing also indicated that all variables were reliable. Cronbach's Alpha values were 0.774 for product quality, 0.784 for price, 0.835 for influencer marketing, and 0.824 for customer satisfaction. The residual normality test produced a Kolmogorov–Smirnov statistic of 0.052 with a significance value of 0.200, indicating normally distributed residuals. The multicollinearity test showed tolerance values above 0.10 and VIF values below 10. The heteroskedasticity test also produced significance values above 0.05 for the three independent variables, indicating that the regression model met the required assumptions.

Table 2. Summary of instrument and classical assumption tests

Variable/Test	Value	Decision
Product Quality – Cronbach's Alpha	0.774	Reliable
Price – Cronbach's Alpha	0.784	Reliable
Influencer Marketing – Cronbach's Alpha	0.835	Reliable
Customer Satisfaction – Cronbach's Alpha	0.824	Reliable
Kolmogorov–Smirnov significance	0.200	Normal
VIF range	2.110–2.319	No multicollinearity
Glejser significance	0.548–0.983	No heteroskedasticity

Source: Data processed from SPSS (2026).

3. Multiple Linear Regression and Hypothesis Testing

The multiple linear regression results show a positive coefficient for each independent variable. Product quality has an unstandardized coefficient of 0.210, price has a coefficient of 0.505, and influencer marketing has a coefficient of 0.429. The constant is 0.917. Therefore,

the estimated regression equation is $Y = 0.917 + 0.210X_1 + 0.505X_2 + 0.429X_3 + e$. The positive coefficients indicate that improvement in each independent variable is associated with higher customer satisfaction when the other variables are considered in the model.

Table 3. Multiple linear regression and partial hypothesis tests

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.917	1.177	—	0.779	0.437
Product Quality (X1)	0.210	0.083	0.151	2.526	0.013
Price (X2)	0.505	0.077	0.391	6.555	<0.001
Influencer Marketing (X3)	0.429	0.056	0.441	7.730	<0.001

Source: Data processed from SPSS (2026).

The first hypothesis is accepted because product quality has $t = 2.526$, which is greater than the t-table value of 1.976, with significance $0.013 < 0.05$. This means product quality has a positive and significant effect on customer satisfaction. The second hypothesis is accepted because price has $t = 6.555$ and significance < 0.001 , showing a positive and significant effect on satisfaction. The third hypothesis is accepted because influencer marketing has $t = 7.730$ and significance < 0.001 , also indicating a positive and significant effect. Based on the standardized beta coefficients, influencer marketing has the strongest relative effect ($\beta = 0.441$), followed by price ($\beta = 0.391$) and product quality ($\beta = 0.151$).

4. Coefficient of Determination

The model summary produced $R = 0.880$, $R \text{ Square} = 0.775$, and $\text{Adjusted } R \text{ Square} = 0.770$. The $R \text{ Square}$ value means that 77.5% of the variation in customer satisfaction can be explained by product quality, price, and influencer marketing, while 22.5% is explained by other factors outside the model. The very strong R value also indicates a strong relationship between the three independent variables and customer satisfaction.

Table 4. Coefficient of determination

R	R Square	Adjusted R Square	Std. Error of Estimate
0.880	0.775	0.770	1.74146

Source: Data processed from SPSS (2026).

5. Discussion

The positive and significant effect of product quality indicates that consumers evaluate the physical and functional performance of Iwearinghijab as an important part of their post-purchase experience. The thesis descriptive findings highlight aspects such as variation in

size, product conformity, consistency, comfort, ease of shaping, and resistance to wrinkling. These attributes allow consumers to compare actual performance with expectations formed before purchase. In the perspective of EDT, when the hijab received is comfortable, easy to use, visually attractive, and consistent with the information provided, the experience tends toward positive confirmation and increases satisfaction. The result is consistent with studies cited in the thesis that identify product quality as an important determinant of consumer satisfaction.

Price also has a positive and significant effect on customer satisfaction, with a larger standardized coefficient than product quality. This result is understandable because the respondent profile is dominated by students and young consumers, many of whom have limited monthly purchasing power. The relevant issue is not simply whether the price is low, but whether the price is considered reasonable in relation to quality and benefits. Iwearinghijab's differentiated prices across product types provide consumers with alternatives according to their needs and purchasing ability. When consumers feel that the financial sacrifice is balanced by comfort, design, usability, and other benefits, the purchase is more likely to be evaluated positively. This finding is aligned with the positive price–satisfaction relationships reported in several studies cited in the thesis, while also responding to the inconsistent findings in earlier research.

Influencer marketing has the strongest relative effect among the three variables. This finding reflects the relevance of TikTok to the young consumer segment represented in the sample. Influencer content can reduce information uncertainty through product reviews, demonstrations, styling ideas, and tutorials. The thesis also identifies trust in the information, influencer expertise in reviewing products, and attractiveness of communication as important aspects. When the physical product received by consumers corresponds to the influencer's digital presentation, the information gap between expectation and reality becomes smaller. In EDT terms, accurate and credible promotional information can support confirmation or positive disconfirmation, which contributes to satisfaction. Therefore, collaboration with credible local influencers and content creators is strategically important for Iwearinghijab.

The combined R Square of 0.775 reinforces the view that satisfaction in this context is not formed by a single marketing element. Product quality provides the actual product experience, price represents the economic sacrifice and value received, while influencer marketing shapes information and expectations before purchase. These three factors therefore operate in complementary ways. The results support the thesis conclusion that all three independent variables have positive and significant effects on customer satisfaction, with influencer marketing showing the strongest relative contribution based on the standardized beta coefficient.

D. CONCLUSIONS

The study concludes that product quality, price, and influencer marketing on TikTok each have a positive and significant effect on customer satisfaction among Iwearinghijab consumers in Madiun. Product quality contributes through the comfort, durability, conformity, usability, and design of the hijab. Price contributes through affordability and the perceived balance between the amount paid and the quality and benefits received. Influencer marketing contributes through credible, informative, attractive, and relevant promotional communication. Among the three variables, influencer marketing has the strongest relative effect based on the standardized beta coefficient. The model explains 77.5% of the variation in customer satisfaction, indicating that the three variables are important predictors in the research context. The study is limited to Iwearinghijab consumers in Madiun, 150 respondents, and the variables included in the model; therefore, other determinants of satisfaction were not examined.

E. SUGGESTIONS

Iwearinghijab should maintain product quality consistently, particularly material comfort, ease of shaping, durability, neatness, and conformity between product descriptions and the actual products received. Price policies should remain competitive and differentiated according to product characteristics while preserving the balance between price, quality, and benefits. Because influencer marketing shows the strongest relative effect, the brand should prioritize collaboration with credible and relevant TikTok influencers or local content creators who can communicate product details accurately. Future researchers can expand the

model by adding variables such as service quality, brand image, trust, social media marketing, electronic word of mouth, or purchase experience and can examine other hijab brands or wider geographic areas.

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