

THE EFFECT OF PRODUCT VARIATIONS AND CUSTOMER VALUES ON CUSTOMER SATISFACTION HANNAH CATALOG BANDAR LAMPUNG

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Abstract

This study aims to evaluate the impact of variables such as customer value and product variety on consumer satisfaction from Hannah Catalog. The population that was the focus of the study consisted of 100 customers who used the sampling technique using purposive sampling. The analysis method used is multiple linear regression. The purpose of this research is to help Hannah Catalog increase customer value and product variety in order to better meet customer satisfaction, which can increase competitiveness. This research is expected to provide guidance to Hannah Catalog to improve customer satisfaction levels with their products. The results of the study show that product variety and customer value each have a positive and significant effect on customer satisfaction. Simultaneously, both variables also have a significant effect on customer satisfaction. A coefficient of determination value (R^2) of 0.575 indicates that product variation and customer value can explain 57.5% variation in customer satisfaction. These findings provide important implications for Hannah Catalog's management in designing strategies for improving product quality and creating customer value.

Keywords: Product Variation, Customer Value, Customer Satisfaction

1. Introduction

In the rapidly growing digital era, business competition in the online commerce sector is getting tighter. Business actors are required to understand the needs and desires of customers in order to be able to survive and develop in the midst of market dynamics. One of the important factors that affect the success of a business is the ability to create value for customers (*customer value*), which includes product quality, competitive prices, satisfactory service, and ease of access to the products or services offered.

Hannah Catalog, as one of the digital catalog-based business actors, presents various types of products to its consumers, especially in the field of fashion and lifestyle needs. To maintain customer loyalty and increase satisfaction, companies need to understand how much value is provided to customers and the diversity of products offered. Customer satisfaction is one of the main indicators of the success of the marketing strategy implemented by the company, because satisfied customers are more likely to make repeat purchases and recommend products to others.

According to Kotler, in (Ramadhina and Mugiono, 2022) states that product variation is a separate unit in a brand or product line that is differentiated according to size, price, or other things. Product variety is a product differentiator between companies that have similar products. According to Mardikawati and Farida, in (Nurhayati and Nurhalimah, 2019), customer value is the perception or view of a product/company. Customer value can have a positive and significant effect on customer satisfaction. According to Kotler & Keller, in (Maharani and Alam, 2022) defines customer satisfaction, namely the level of a person (buyer) after getting a product or service that is exchanged for money and

then comparing it with his expectations. According to Sunyoto, in (Putri et al., 2022), "customer satisfaction is the pleasure that consumers feel when they know that the goods, they buy produce so many benefits. Meanwhile, according to Tjiptono, in (Fadilah and Mardian, 2023), customer satisfaction is a post-purchase evaluation where the alternative chosen is at least the same or exceeds customer expectations, while dissatisfaction arises when the outcome does not meet expectations.

In the midst of fierce digital business competition, Hannah Catalog needs to understand whether product variations and customer value really affect customer satisfaction. This is important because customer satisfaction is key to driving loyalty, repurchases, and word-of-mouth promotion. Many business actors compete to offer products with various variations and added value to customers. However, although Hannah Catalog has made efforts to offer a variety of fashion products and lifestyle needs, customer satisfaction has not been optimal, as seen from the need to evaluate through research.

So the formulation of the problem in this study is whether customer value has an effect on customer satisfaction? Does product variation affect customer satisfaction? Do customer value and product variety have an equal effect on customer satisfaction? The purpose of this research is to find out the value of customers on customer satisfaction, to find out the variation of products on customer satisfaction, and to find out the value of customers and product variations together on customer satisfaction.

2. Theoretical Background

2.1 Product Variations

According to Kotler, in (Fadilah and Mardian, 2023), product variety is a separate unit in a brand or product line that can be differentiated based on size, price, or other characteristics. The more diverse the number and types of products sold in a place, the more satisfied consumers will be satisfied and make purchases on the product and do not need to buy other products. According to Mursid, in (Efnita, 2017), the variety of products or series in products sold or traded by companies, both to small traders and to giant companies. According to Indrasari, in (Wardani & Hartoto, 2024), product variation refers to all the goods that manufacturers sell to buyers. According to Wijayasari, in (Ayu, 2021) states that product variety is a marketing strategy to retain consumers with the aim that consumers do not feel bored with the products produced and this will also have an impact on consumer satisfaction and also increase consumer interest in buying the products produced. Indicators of product variation according to Kotler, in (Mardikawati & Farida, 2013) are product brand variations are the many types of brands offered, variations in product completeness, namely a number of different categories of goods in stores or department stores, product brand variations are many variations in the size of goods or product diversity are general quality standards in store categories, variation in product quality is a common benchmark in product categories related to packaging, labels, durability, warranties, and benefits provided by the product.

2.2 Customer Value

According to Tjiptono, in (Fadilah & Mardian, 2023), which states that customer value is the customer's overall assessment of the utility of a product based on his perception of what is received and what is given. In addition, another factor that plays a role in building customer satisfaction is product variety. This factor is also considered important because customer satisfaction can be formed if the variants or variations of

the products offered can meet customer needs. Business actors must be able to provide all types of products that are the main needs of potential customers so that they can minimize the level of disappointment.

According to Tjiptono, in (Fadilah & Mardian, 2023), states that Customer Value is a consumer's overall assessment of the utility of a product based on his perception of what is received and what is given. Customer value has 4 main aspects, including emotional value, which is utility derived from feelings or affective/positive emotions arising from consuming products, social value, which is utility obtained from the product's ability to improve customers' social self-concept, quality value (Quality/Performance Value) is the utility obtained from the product due to the reduction of short-term costs and long-term costs, the value of the price (Price/Value for Money) is the utility obtained from the perception of the quality and expected performance of the product.

2.3 Customer Satisfaction

According to (Sasongko, 2021), customer satisfaction is the part that is related to customer value creation. Because the creation of customer satisfaction means providing benefits for the company, namely, the relationship between the company and its customers becomes harmonious, providing a good basis or creating customer satisfaction and forming a word-of-mouth recommendation that is beneficial for the company, so that interest arises from customers to buy or use the company's services.

According to Dasriwahyuni and Firdaus (2020), customer satisfaction is divided into 4 indicators, including:

- 1) Re-purchase, which is where the customer will return to the company to find a product or service.
- 2) Creating word of mouth, in which case customers will say good things about the company to others.
- 3) Creating a brand image, i.e., customers will pay less attention to the brand and advertising of competitors' products.
- 4) Creating a purchase decision in the same company, i.e., buying another product from the same company.

According to Indrasari, in (Elvina & Lestari, 2022), consumer satisfaction is divided into 3 indicators, among others:

- 1) Conformity of expectations, which is the level of conformity between the service performance expected by consumers and those felt by consumers.
- 2) Interest in revisiting is the willingness of consumers to revisit or reuse related services.
- 3) The willingness to recommend is the willingness of consumers to recommend services that have been felt to friends and family.

2.4 Frame of Mind

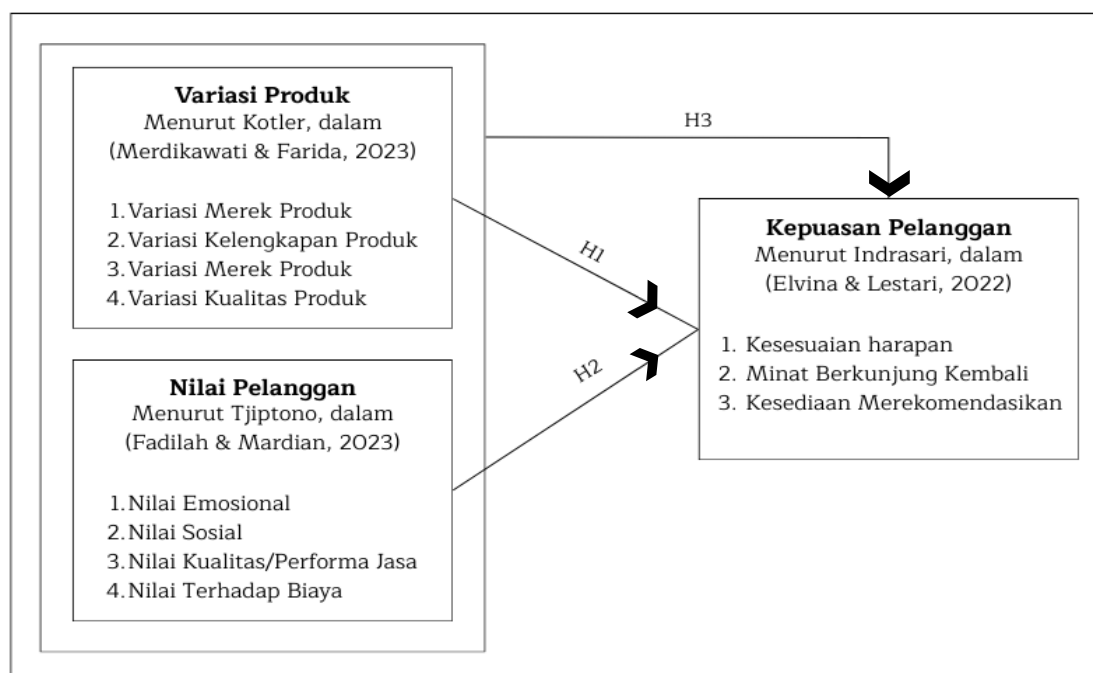


Figure 1. Frame of Mind

2.5 Hypothesis

Based on the theoretical foundation and framework of thought that has been explained, three hypotheses are formulated in this study:

- H1: Product Variation Variables have a Positive and Significant Effect on Hannah Catalog Customer Satisfaction.
- H2: Customer Value Variables have a Positive and Significant Effect on Hannah Catalog Customer Satisfaction.
- H3: Product Variation and Customer Value Variables have a Positive and Significant Effect on Customer Satisfaction Hannah Catalog.

3. Method

This study adopts quantitative techniques based on multiple regression analysis, according to Sujarweni, in (Fatih et al., 2023), quantitative research is a type of research that produces discoveries that can be achieved or obtained using statistical procedures or other methods of population measurement. The sampling method of this study uses a population sample based on subjective considerations and its characteristics that the respondents can provide adequate information to answer the research questions (Sastroasmoro and Ismail, 2008) in (Siswanto, Susila, Suyanto, 2018). The source of this research data is the result of the distribution of online surveys (questionnaires) in the form of google forms. Respondents were taken from Hannah Catalog customers who were asked to give their responses according to their respective perceptions of question items related to the value of product variation, customer value and customer satisfaction with a likert scale of 5 points, namely from 1 (strongly disagree) to 5 (strongly agree). The sample of this study is 100 Hannah Catalog customers.

According to (Purba & Warganegara, T, L, 2022) data analysis is the first step after obtaining all the data from the respondents, then grouping the data by variable,

explaining the data for all variables studied, running calculations to overcome the problem formulation, then running calculations to verify the hypothesis.

To match the value of the calculation and r of the table for degree of freedom (df) = $n-2$ and $\alpha = 0.05$, a validity test was performed. The question is considered valid if the calculation $> r$ of the table and the value of R is positive. The SPSS version 23 application provides a tool to test the reliability with the Cronbach Alpha (α) statistical test used to perform the reliability test. If a variable has a Cronbach Alpha value > 0.60 , it is considered reliable.

The relationship between two or more independent and variable dependent variables is determined through multiple linear regression analysis ($Y = a + b_1X_1 + b_2X_2 + e$). The T test is used to find out whether each independent variable is affected by the dependent variable is carried out on the significance test of each regression coefficient. Partially, the multiple linear regression coefficient test is carried out using the T test. The F test is used to find out whether independent variables have a significant influence on dependent variables and that the model created using the feasibility test can be applied and suitable for use in future studies, and vice versa.

4. Results and Discussion

4.1 Validity Test Results

The results obtained from distributing questionnaires to 30 respondents who were customers of Hannah Catalog Bandar Lampung.

Table 1. Validity Test Results

Variable	Indicators	r count	r Table	Information
Product Variations	x1.1	0,803	0,361	Valid
	x1.2	0,828	0,361	Valid
	x1.3	0,882	0,361	Valid
	x1.4	0,928	0,361	Valid
	x1.5	0,921	0,361	Valid
	x1.6	0,855	0,361	Valid
	x1.7	0,806	0,361	Valid
	x1.8	0,810	0,361	Valid
	x1.9	0,888	0,361	Valid
	x1.10	0,918	0,361	Valid
Customer Value	x2.1	0,765	0,361	Valid
	x2.2	0,746	0,361	Valid
	x2.3	0,764	0,361	Valid
	x2.4	0,866	0,361	Valid
	x2.5	0,765	0,361	Valid
	x2.6	0,824	0,361	Valid
	x2.7	0,709	0,361	Valid
	x2.8	0,831	0,361	Valid
	x2.9	0,809	0,361	Valid
	x2.10	0,842	0,361	Valid
Customer Satisfaction	Y1	0,787	0,361	Valid
	Y2	0,823	0,361	Valid
	Y3	0,816	0,361	Valid
	Y4	0,891	0,361	Valid

Variable	Indicators	r count	r Table	Information
	Y5	0,891	0,361	Valid
	Y6	0,681	0,361	Valid
	Y7	0,566	0,361	Valid
	Y8	0,625	0,361	Valid
	Y9	0,710	0,361	Valid
	Y10	0,891	0,361	Valid

Table 1 above shows the r table with alpha 0.05 and ($df = n-2 = 30 - 2 = 28$) gives a r table value of 0.361. The results of the correlation validity test of each statement show a r table $>$, so it can be concluded that all variables are declared valid.

4.2 Reliability Test Results

A questionnaire is said to be reliable if Cronbach's Alpha value is greater than 0.6 (>0.6). The results of the reliability test in this study are:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Criterion	Information
Product Variations	0,962	0,6	Reliable
Customer Value	0,931	0,6	Reliable
Customer Satisfaction	0,919	0,6	Reliable

Source: SPSS processed data

Table 2. above shows the Cronbach's alpha value of a variable greater than the criterion, which is 0.60. Based on Cronbach's alpha value as a result of the reliability test, it can be concluded that each variable meets the reliability requirements.

4.3 Multiple Linear Regression Analysis

To assess the influence of product variation variables (X1), customer value (X2), customer satisfaction (Y).

Table 3. Multiple Linear Regression Analysis

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta\$			Tolerance	VIVID
1	(Constant)	10.547	2.577		4.094	.000	
	Product Variations	.236	.074	.244	3.214	.002	.757
	Customer Value	.511	.064	.608	7.993	.000	.757

a. Dependent Variable: Customer Satisfaction

The equation of the multiple linear regression model above is:

$$Y = 10.547 + 0.236X1 + 0.551X2 + e$$

It shows that 10.547 is a constant value that if the variable of product variation and customer value is constant, then the variable of customer satisfaction increases. Product Variation (X1) gets a coefficient value of 0.236 which means that if other independent variables are fixed values, and Product Variation (X1) increases by one unit, Customer Satisfaction (Y) increases by 0.236.

Customer Value (X2) gets a coefficient value of 0.511 which means that if other variables have fixed values and Customer Value (X2) increases by one unit, Customer Satisfaction (Y) increases by 0.511.

So, it can be concluded that every variable of Product Variation and Customer Value increases, so customer satisfaction also increases.

4.4 T test

Table 4. T test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta\$			Tolerance	VIVID
1	(Constant)	10.547	2.577		4.094	.000	
	Product Variations	.236	.074	.244	3.214	.002	.757
	Customer Value	.511	.064	.608	7.993	.000	.757

a. Dependent Variable: Customer Satisfaction

From the calculation results in the table above, two conclusions can be drawn, namely:

- 1) The Effect of Product Variety on Customer Satisfaction
The effect of Product Variation on Customer Satisfaction shows that the value of the $t_{cal} > t_{table}$ is $3.214 > 1.984$, the significant value of the research is $0.002 < 0.05$. So that H1 can be accepted. This means that Product Variety (X1) has a significant effect on Customer Satisfaction.
- 2) The Effect of Customer Value on Customer Satisfaction
The influence of Customer Value on Customer Satisfaction shows that the value of the $t_{cal} > t_{table}$ is $7.993 > 1.984$, a significant value of $0.000 < 0.05$. This means that Customer Value (X2) has a significant effect on Customer Satisfaction (Y) partially.

4.5

Test F

Table 5. Test F

Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.557.163	2	1.778.581	65.706
	Residual	2.625.677	97	27.069	
	Total	6.182.840	99		

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Customer Value, Product Variation

Based on Table 5 above, it shows a significant value simultaneously the influence of X1 and X2 on Y, which is $0.000 < 0.05$ so that H3 can be accepted. This means that Product Variation and Customer Value have a significant effect on Customer Satisfaction simultaneously, therefore independent variables are considered suitable to explain dependent variables.

4.6 Results of the Determination Coefficient Test (R2)

R Square is used to determine the relationship between variables, or is used to measure how much variation occurs in the Customer Satisfaction variable can be explained simultaneously by independent variables that affect Customer Satisfaction.

Table 6. Determination Coefficient Test Results (R2)

Type	R	R Square	Adj. R Square	Std. Error	Durbin-Watson
1	.759a	.575	.567	5.203	1.806

a. Predictors: (Constant), Customer Value, Product Variation

b. Dependent Variable: Customer Satisfaction

Based on results R Square Table 6 shows that the value of R Square is 0.575 which means that the value of R Square has 57.5%. Customer Satisfaction by Product Variety and Customer Value, while 42.5% was influenced by other variables that were not included in the research variable.

4.7 Discussion

4.7.1 The Effect of Product Variety on Customer Satisfaction

The results of multiple linear regression analysis showed that the Product Variation variable (X_1) had a positive and significant effect on Customer Satisfaction (Y), with a t-count value of 3.214 and a significance of 0.002. Since the significance value is less than 0.05, the first hypothesis (H_1) that product variation has a significant effect on customer satisfaction is acceptable. This finding is in line with the opinion of Kotler (in Fadilah and Mardian, 2023) who states that product variety is an important part of a product line that can be differentiated based on size, price, and other characteristics, and has a direct impact on customer perception and experience. In the context of Hannah Catalog, product variety includes the availability of a wide selection of designs, sizes, colors, and types of fashion products that suit customer needs and preferences. Product diversity can encourage customers to feel like they have a lot of options, which ultimately increases their convenience and satisfaction in shopping. Customers who feel that the product selection is complete and in accordance with their tastes are more likely to make a repeat purchase and recommend the product to others. Therefore, it can be concluded that Hannah Catalog needs to continue to expand and develop its product variety in order to be able to meet dynamic market expectations and increase customer satisfaction in a sustainable manner.

4.7.2 The Effect of Customer Value on Customer Satisfaction

Based on the results of the partial test (t-test), the variable Customer Value (X_2) has a positive and significant influence on Customer Satisfaction (Y), with a t-calculated value of 7.993 and a significance of 0.000. Since the significance value is much smaller than 0.05, the second hypothesis (H_2) is acceptable, which means that customer value has a significant effect on customer satisfaction. These findings are consistent with the opinion of Tjiptono (in Fadilah and Mardian, 2023), who states that customer value is a consumer's overall assessment of the utility of a product based on his perception of what is received and sacrificed. In this study, customer value is measured through four main aspects, namely:

- 1) Emotional value,
- 2) Social value,
- 3) Quality or performance value,
- 4) Price value (price/value for money).

Hannah Catalog customers tend to feel satisfied if they get a pleasant experience, both in terms of product benefits, visual appearance, service quality, to the perception that the price of the product is worth the value received. This shows that the customer value aspect is a core component in creating customer satisfaction. Thus, Hannah Catalog needs to strengthen the value of the customers offered through improving product quality, price adjustments, and services that support the emotional and social value of consumers.

4.7.3 The Effect of Product Variation and Customer Value on Customer Satisfaction

The results of the F-test simultaneous test showed that Product Variation (X1) and Customer Value (X2) together had a significant effect on Customer Satisfaction (Y). A Fcal value of 65.706 with a significance value of 0.000 (< 0.05) indicates that the third hypothesis (H_3) that states the existence of simultaneous influences is acceptable. In addition, based on the results of the analysis of the determination coefficient (R^2), an R Square value of 0.575 was obtained, which means that 57.5% of the variation of the customer satisfaction variable can be explained by a combination of product variation and customer value, while the rest (42.5%) is explained by other factors not studied in this study, such as service quality, promotion, brand reputation, and ease of access to digital platforms. These findings show that customer satisfaction does not only depend on the diversity of products offered, but is also strongly influenced by how much customers feel the product provides value that meets expectations. The synergy between attractive product variety and strong customer value creation is an important key in building and maintaining customer satisfaction in the midst of competitive digital fashion industry competition. In other words, Hannah Catalog must adopt an integrated strategy that emphasizes on sustainable product diversification and value creation that focuses on consumer needs and expectations to achieve a competitive advantage.

5. Conclusion

Based on the results of the research conducted by the researcher with the title "The Influence of Product Variation and Customer Value on Customer Satisfaction Hannah Catalog Bandar Lampung", it can be concluded that Product Variation and Customer Value have a positive and significant effect on Customer Satisfaction partially. The variables of Product Variation and Customer Value provide variation jointly or simultaneously on Customer Satisfaction of 57.5%, while 42.5% is influenced by other variables that are not included in the research variables. Based on the conclusion of the study results, then both for practical purposes and for the sake of further studies, the following suggestions were submitted:

Hannah Catalog is advised to continue to innovate and update products, both in terms of type, model, size, and design, to stay in line with fashion trends and customer preferences, so as to maintain interest and prevent saturation. Product diversity is also important to increase competitiveness and expand market share. In addition, companies need to focus more on creating customer value through improved product quality, competitive prices, friendly and fast service, and emotionally pleasing shopping experiences to build long-term loyalty. The collection and analysis of input from customers also needs to be actively carried out as a basis for evaluating and developing products and services.

For further research, it is recommended to add other variables such as service quality, brand trust, brand image, and digital customer experience to gain a more comprehensive understanding of the factors that affect customer satisfaction in the digital catalog industry.

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