The Influence of Product Quality, Price and Brand Image On Customer Satisfaction Through Purchasing Decisions (Case: Hansaplast Koyo in Tangerang)

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Abstract: *The purpose of research is to develop a comprehensive model by measuring the influence of product quality, price and brand image on customer satisfaction through purchasing decisions. The research applies a descriptive research design using survey methods. Sampling technique uses convinient sampling. Research data processing uses the structural equation modeling – Lisrel. SEM-Lisrel will test overall fit model, measurement fit model and structural fit model. The findings show product quality, price variables have positive relationship and have significant influence on purchasing decisions, brand image variables has positive relationship but has no significantly influence on purchasing decisions. Further findings show that purchasing decisions has positive relationship and has significant influence on customer satisfaction.*

Keywords: *Product Quality, Price, Brand Image, Purchasing Decisions and Customer Satisfaction*

I.   INTRODUCTION

Analgesic or pain relievers are used to treat various types of aches and pains, such as headaches, migraines, toothaches, dysmenorrhea, muscle aches, and rheumatism. This type of drug is very widely circulated and is available in various type, such as ointments, creams, oils, and transdermal patches or better known as "Koyo". Koyo is a type of external medicine that is pasted on skin to relieve aches, muscle aches, or joints in the body. Today many people choose to use koyo to reduce pain for simple, easy, and comfortable reasons to use (Mathews, 2016: 31). There are various active ingredients is used in koyo, including methy salicylate, glicyol salicylate and capsaicin.

Beiersdorf Indonesia is better known as a manufacturer of koyo Hansaplast brand. Position of Hansaplast brand is as top of mind in the minds of consumers and Hansaplast earn the title of Top Brand Award. It proves that Hansaplast brand is a brand has been highly accepted by the people of Indonesia. So, Beiersdorf is challenged to continue to innovate by releasing quality products to compete in the market. The rapid growth of koyo market makes more and more producers of koyo sell koyo products. It makes competition of koyo products very tighter. Competition map is still largely controlled by Salonpas brand, Salonpas is as the market leader in koyo market.

Koyo prices in the Indonesian market are relatively competitive. The price of the koyo Counterpain brand has very high price compared to other brands because koyo Counterpain brand size is larger. While the price of the koyo Salonpas brand has the same cheap price as the price of koyo Hansaplast brand.

Based on Table 1 shows the average position of koyo Hansaplast brand is at number 3 compared to koyo Salonpas brand is at number 1 in all categories such as brand awareness, top of mind and the number of customer purchases. The second place is occupied by koyo Cabe brand. The 4th place is occupied by koyo couterpain brand, the next sequence is occupied by Neo rheumacy and Hot in brand.

Table 1 Performance Index of Hansaplast Koyo Vs Competitor

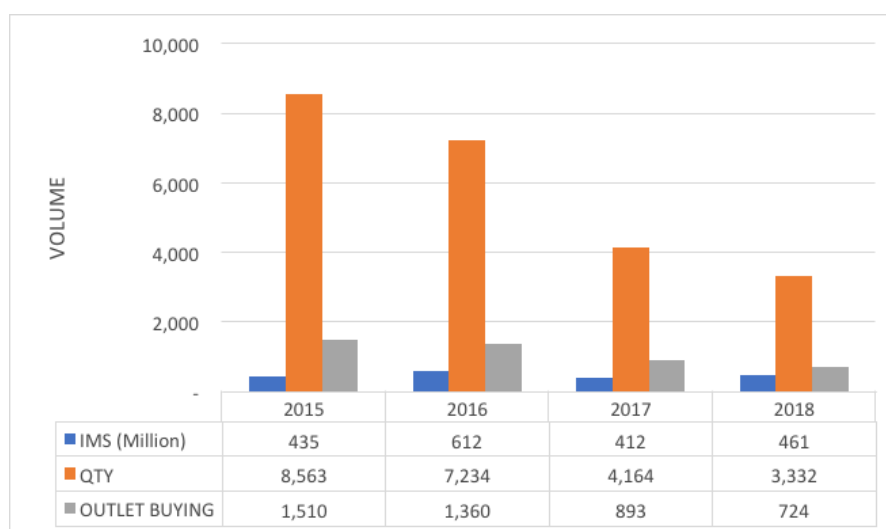| KPI	Hansaplast Koyo	Salonpas	Counterpain	Koyo Cabe	Neo Rheumacyl	Hot in
Awareness Prompted	72	85	85	77	78	42
Likeability	20	59	40	26	19	7
Usage						
Ever used	41	73	25	48	15	16
Used recently	20	58	17	25	6	12
Main brand	7	35	2	12	0	6
Purchase						
Bought the last 6 months	19	48	16	25	6	8
Bought most often	7	38	6	14	0	5
First choice	11	37	23	11	3	11
Consideratioan T2B	35	55	41	32	31	16

Fig. 1 Sales Chart of Hansaplast in 2015 – 2018 Periode

Based on Fig. 1 shows that sales of the Hansaplast brand patch are decline in every year. The sales performance resulted in loss for company as well as making the market share of the Hansanslast brand patch continue to decline.

II.   LITERATURE REVIEW

Consumers often make product purchasing, it is hoped that product purchased can solve problem being faced (Solomon, 2011). Consumer make purchase before, consumers usually carry out various stages ranging from finding product information to making decisions. According to Kotler and Keller (2012:235) consumers decide to purchase through five stages, as follows: problem recognition, information searching, alternative evaluation, purchasing decision, and post-purchasing evaluation. Hawkins & Mothersbaugh (2010) added decision making describes an evaluation process carried out by consumers on a set product attributes, brands or services, where consumers rationally choose one of the products, brands or services that can meet needs that are recognized at the lowest cost. According to Kotler and Keller (2009:178) dimensions of purchasing decisions are: product choices, brand choices, distributor choices, time of purchase, payment method and purchase amount

Kotler and Keller (2012:76) explain satisfaction is a feeling of pleasure or disappointment someone from the results of comparing performance of products with expectations. If performance does not meet expectations, the customer will feel disappointed or dissatisfied; if the performance is in line with expectations,

the customer will be satisfied; if performance exceeds expectations, the customer will feel very satisfied or happy. Schiffman and Kanuk (2007) define customer satisfaction as an individual's perception of the performance of a product or service related to the customer's expectations. Customer Satisfaction is defined as a post-purchase evaluation evaluation where the alternative chosen at least gives the same or exceeds customer expectations. Buttle (2009) said that customer satisfaction is the customer's response to a consumption experience or a small part of that experience, satisfaction is a pleasant response from the customer because it matches his expectations, while dissatisfaction is a response from the customer in the form of disappointment because it does not match his expectations. According to Oliver (2009:15) customer satisfaction has three dimensions, as follows: Repurchase, Patrinization, and Recommend.

Consumer satisfaction with the product formed will occur when the consumer has made a purchasing decision. Satisfaction felt by consumers will provide benefits to the company in the long run. Kotler (2004,228) explained that if consumers are satisfied with the product quality they have bought it will indicate higher likelihood that consumers would repurchase the product or service. This statement is supported by research conducted by Susanto (2013) shows that purchasing decisions affect on consumer satisfaction. This statement also is supported by research conducted by Lukman (2014) revealed that the influence of purchasing decisions made by consumers led to feelings of satisfaction. Thus it can be concluded that there is a relationship between purchasing decisions with customer satisfaction. The hypothesis proposed in this study is:

H_4: There is significant influence purchasing decisions on customer satisfaction

Products and brands are often defined with the same meaning, even though products and brands have different definitions. Product is anything that is offered to the market for attention, acquisition, use, or consumption in order to satisfy both wants and needs. While brands are defined more than just products because brands have dimensions to distinguish them in various ways from other products, which are designed to satisfy the same needs (Keller, 2013: 32). Mullins & Walker (2010) also states that brands are important for consumers because they help the shopping process, facilitate information search and purchasing choices, convince consumers in making the right decisions, guaranteeing quality and satisfying certain levels of needs. For sellers, brands are important because they can increase the effectiveness of marketing programs, add brand loyalty which will increase profits because customers retain smaller costs by getting new customers.

Companies must have a brand that can be distinguished from its competitors, as well as a brand image that is embedded in the minds of customers. Because brand image is one of the things first seen by customers before making a purchase or product selection. According to Kotler and Keller (2012:248) Brand Image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Kotler and Armstrong (2013:233) suggest brand image is the set of belief held about a particular brand is known as brand image. When brand image has been able to build the character of a product, brand image provide value proposition, convey the character of the product to its customers uniquely, brand has given emotional more than rational possessed by the product. According to Keller (2013: 97) brand image has the following main dimensions: Brand Identity, Brand Personality, Brand Association, Brand Attitude and Behavior, and Brand Benefit and Competence

Biel (1992) in the journal Xian (2011: 1876) argues that there are three components of brand image, namely company image, user image and product image. These three components are important factors that shape the image of a brand. When consumers are sure of the image of a product, then the consumer will begin to enter the final stage, namely the stage of purchasing decisions. Research conducted by Firman Kurniawan, et. al (2018) shows that the results of the analysis of the influence of brand image on purchasing decisions can be concluded brand image has a significant influence on purchasing decisions. The results of this study were supported by Simbolon (2015). Simbolon concluded that brand image had a significant and dominant influence on purchasing decisions. The hypothesis proposed in this study is:

H_3: There is significant influence brand image on purchasing decisions

According to the American Society in Kotler and Keller (2013: 30), quality is the overall nature and character of a product or service based on its ability to express satisfaction or needs indirectly. According to

Kotler and Armstrong (2008: 321), quality is a characteristic of a product in its ability to meet predetermined and latent needs. Quality according to Tjiptono (2008:25) is a combination of traits and characteristics that determine the extent to which outputs can meet customer requirements or assess how far those traits meet their needs. According to Kotler and Keller (2013:351) product quality is product ability to perform its functions include durability, reliability, accuracy, ease of operation and improvement and other attributes. Dimensions of the product quality variables used in this study based on a theoretical study according to Tjiptono (2008: 25) there are performance, conformance to specifications, reliability, and ease to repair.

Consumers can make the decision to buy product or service when the consumer considers need product. Product quality provided by the company is the right strategy to attract consumer attention. Other study is conducted by Anwar (2015) conclude that product quality influences on purchasing decisions. Companies have products always innovation will make consumers unsaturated and have alternatives in making purchasing decisions and using a product (Sharif, 2008:45). This study is also supported by research conducted by Monalisa (2015) conclude that product quality is considered good by consumers will create purchasing decisions. The hypothesis proposed in this study is:

H_1: There is significant influence product quality on purchasing decisions

Ccompany has a profit orientation will be faced with determining product prices. Company will formulate the pricing that will give profit to company. According to Kotler and Keller (2015) price is the amount of money exchange for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using product or service. According to Dolan & Simon, (1996) in Monroe (2003) prices have several roles, including as a guide how products and services should be produced and for whom products are produced, prices affect income behavior and expenditure, prices helping define product competitive position level, prices has directly affect on unit profit margin, price can affect on costs, and price as an product quality indicator. According to Kotler and Armstrong in Bob Sabran (2012), there are 4 price dimensions consisting of price affordability, suitability of prices with product quality, suitability of prices with benefits, and prices according to ability or price competitiveness.

Price is important factors for consumers in determining a purchasing product or service decision. Especially, if product or service to be purchased is daily necessity such as food, drinks and other basic needs, consumers will be very concerned about the price. Entrepreneurs need to pay attention to this, because in business competition, Competitor offer prices be lower with same quality or even with better quality. So, company must determine product or service price, even both large companies and small businesses have to pay attention on consumers and competitors. The research results is conducted by Febriano Clinton Polla, et. all (2015) conclude that there is an effect of price variable on the purchase decision variable. In accordance with this research, Walukow (2014) and Monintja (2015) conclude that prices influence on consumer purchasing decisions, and consumers also consider prices in a buying situation. Price indicates is the most important factors wihich drives consumers to make purchasing decisions. The hypothesis proposed in this study is:

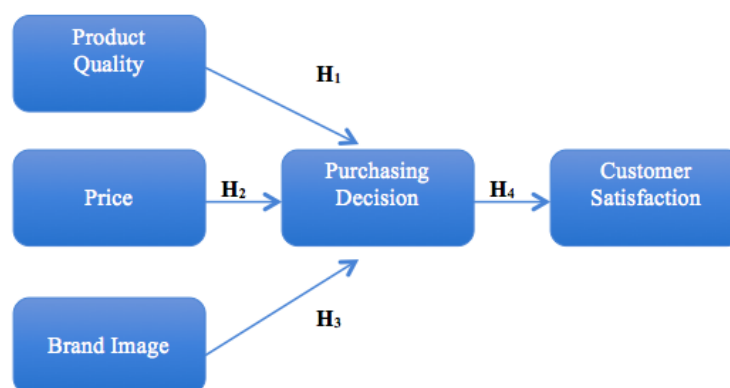H_2: There is significant influence price on purchasing decisions

Fig 2. Framework

III.   RESEARCH METHODOLOGY

According to Malhotra (2009: 89 - 101), conclusive research is a research that aims to test specific hypotheses and test specific relationships (clearly defined). Descriptive research is a type of conclusive research that has the primary goal of describing something - usually market characteristics or functions. Whereas a cross-cross sectional study is a collection of data regarding a sample determined from a population element only once. The research design used by the author in this research is conclusive research, and the types are multiple cross – sectional descriptive research and causal research. The data collection method used in this research is the quantitative research method using survey method, by conducting structured interview with respondents by using questionnaire designed to obtain specific information. The statement expressed in the questionnaire is created by using 1-5 scale (Likert scale which is developed) to obtain the data that the nature is interval and will be given a score or value (1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, 5 = strongly agree).

This study was conducted to determine the influence of one or more independent variables on the dependent variable that requires hypothesis testing with statistical tests on several groups of consumer characteristics. The variables used in this study are exogenous variable (product quality, price and brand image), intervening variable (purchasing decision) and the endogenous variable (customer satisfaction).

Population in this study are all customers using koyo Hansaplast brand which purchase koyo Hansaplast brand in store, koyo Hansaplast brand sale stall in the Tangerang area. According to Sugiyono (2013:120), sample is part of the number and characteristics possessed by a population, from 1 July - 30 September 2019. According to Ferdinand (2006:58), Sample size guidelines that the number of samples depends on the number of indicators times 5 to 10. The design of this study has 28 indicators, the minimum number of samples taken in this study are as follows:

Number of samples = 28 x 5 = 140

Non probability sampling technique used in sampling in this study is convinient sampling technique. According to Sugiyono (2012: 81) define convinient sampling is a technique in selecting samples based on sample availability and sample easing obtaine (samples are selected because they are in the right place and time).

Data collection techniques used to obtain data is a structured interview using a questionnaire. The Questionnaire contains written questions and alternative answers that have been prepared. Each respondent was given the same question about the indicators of the variable being studied. Quantitative data analysis method is done by testing the hypothesis to analyze the data - the results of research on the hypothesis proposed in the study. Descriptive analysis is used to describe statistical data such as minimum, maximum, mean, summary, standard deviation, variance, range etc., and to measure the distribution of data with skewness and kurtosis. The model in this study is a causality model, to test the proposed hypothesis used Structural Equation Modeling (SEM) test equipment. Structural Equation Modeling (SEM) is a statistical technique used to test a series of relationships between several variables formed from factor variables or observed variables that are analyzed using the LISREL program. According to Yamin & Kurniawan (2014: 11), to evaluate the suitability of the model (goodness of fit) can be done by stages (1) overall model fit test, (2) measurement model fit test, and (3) structural model fit test.

Ghozali (2009) states that the validity test is used to measure whether or not an indicator is valid. An indicator is said to be valid if the statement on the questionnaire is able to reveal something that will be measured. Test the validity of using the Confirmatory Factor Analysis model. Test results are indicated by the Loading Factor value. The indicator will be declared valid if it has a loading factor value greater than 0.5. Ghozali (2009) states that reliability is a tool to measure a questionnaire which is an indicator of variables or constructs. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time. The recommended construct reliability value is greater than 0.7. While the recommended feasibility measure of variance extract is greater than 0.5. Construct reliability is a measure of internal consistency of the indicators of a formed variable that shows the degree in which the variable is formed.

Variance extracted is a measure of how much the amount of variance of the indicator extracted by the variable formed.

After testing the overall compatibility model with a good Goodness of Fit, the next test step is to test the hypothesis. Testing is done by looking at the significance of each variable relationship. The significance value (α) used is 0.05 or 5% with a t count value ≥ 1.96.

IV.   RESULT AND ANALYSIS

Profile of respondents, in this study is total respondents are 77 people, and demographics in this study are dominated by male and female amount of 50%, ages from 20 to 30 years old amount of 50%, senior high school amount of 63%, private employee amount of 56%, and expenditure per month amount of 34%.

Based on descriptive test result, product quality variables consist five indicators, there are respondent answers 11 people strongly agree and 83 people agree with indicator statement "I feel koyo Hansaplast products can quickly eliminate aches in the body" as the highest answer. Price variable consists six indicators, there are respondents answers 12 people strongly agree and 81 people agree with indicator statement "I feel the price of koyo Hansaplast is as offered" as the highest answer. variable brand image consists of eight indicators, there are respondents 23 answers strongly agree and 90 people agree to the indicator statement "I feel koyo Hansaplast brand is easily recognized" as the highest answer. the purchase decision variable consists of five indicators, there are 9 respondents answered strongly agree and 74 people agree to the indicator statement "I find it easy to get detailed information about the use of koyo Hansaplast products" as the highest answer. customer satisfaction variable consists of four indicators, there are 10 respondents answered strongly agree and 85 people agree to the indicator statement "I will continue to use Hansaplast patch products" as the highest answer.

To evaluate research model in this study, several tests are conducted to answer whether the latent variables studied such as product quality, price, brand image, purchasing decision, and customer satisfaction are consistently and precisely explained by each construct indicator. For this reason, 3 (three) testing phases are carried out, there are the overall model fit test, the measurement model fit test and the structural equation model fit test. Hypothesis testing proposed in this study was carried out with a Structural Equational Modeling (SEM) test instrument, using the LISREL 8.80 program.

Based on the validity test result on product quality variables, all 5 indicators tested generate a loading factor value > 0.5, then the 5 statements indicators are valid. The validity test result of price variables, all 6 indicators tested generate loading factor value > 0.5, then the 6 indicator statements are valid. The validity test result of brand image variable, all 8 indicators tested generate loading factor value > 0.5, then the 8 indicator statements are valid. The validity test result of purchase decision variable, all 5 indicators tested generate loading factor value > 0.5, then the 5 statement indicators are valid. The validity test results on customer satisfaction variables, 4 indicators tested all generate loading factor value > 0.5, then the 4 statement indicators are valid.

Based on the reliability test result of product quality variable, 5 tested indicators generate Construct Reliability value = 0.79 > 0.70, then 5 indicators have good internal consistency, Variance Extract value = 0.43 < 0.50, then the variance extracted of 5 indicators is smaller for formation latent variable. The Reliability test results on the price variable, 6 indicators tested produce Construct Reliability value = 0.73 > 0.70, then 6 indicators have good internal consistency, Variance Extract value = 0.32 < 0.50, then the variance extracted from 6 indicators is smaller for the formation of latent variables. The reliability test results on the brand image variable, 8 tested indicators produce Construct Reliability value = 0.87 > 0.70, then 8 indicators have good internal consistency, Variance Extract value = 0.46 < 0.50, then the variance extracted from 6 indicators is smaller for the formation of variables latent. The reliability test results on the purchase decision variable, the 5 indicators tested produce Construct Reliability value = 0.84> 0.70, then 5 indicators have good internal consistency, Variance Extract value = 0.52> 0.50, then the variance extracted from the 5 indicators is greater for the formation of variables latent. Reliability test results on customer satisfaction variables, 4 indicators tested produce Construct Reliability value = 0.88> 0.70, then 4 indicators have good internal consistency, Variance

Extract value = 0.60> 0.50, then the variance extracted from 4 indicators is greater for the formation of variables latent.

Based on Table 2, RMSEA value of 0.089 (marginal fit), RMR value of 0.05 (good fit) and GFI value of 0.73 (marginal fit), then the overall fit model test meets the requirements of absulote fit model which means the structural equation model in this study as a whole has a conformity with data. NFI value of 0.90 (good fit) and CFI value of 0.95 (good fit), the overall suitability test model meets the incremental fit model requirements, which means the structural equation model in this study as a whole has a comparative suitability with the baseline model.

Table 2. Goodness Of Fit Test

| Standard Goodness Of Fit (GOF)	Fit Level Target	Estimation Value	Fit Level
Room Mean Square Error of Aproximation	RMSEA ≤ 0.08 *(Good Fit)* 0.08 <RMSEA ≤ 0.10 *(Marginal Fit)*	0.089	*Marginal Fit*
Normed Fit Index	NFI ≥ 0.90 *(Good Fit)* 0.08 ≤ NFI < 0.90 *(Marginal Fit)*	0.9	*Good Fit*
Comaparative Fit Index	CFI ≥ 0.90 *(Good Fit)* 0.08 ≤ CFI < 0.90 *(Marginal Fit)*	0.95	*Good Fit*
Goodness of Fit Index	GFI ≥ 0.90 *(Good Fit)* 0.08 ≤ GFI < 0.90 *(Marginal Fit)*	0.73	*Marginal Fit*
Room Mean Square Residual	Standardized RMR ≤ 0.05 *(Good Fit)*	0.05	*Good Fit*

Chi-Square=718.05, df=343, P-value=0.00000, RMSEA=0.089
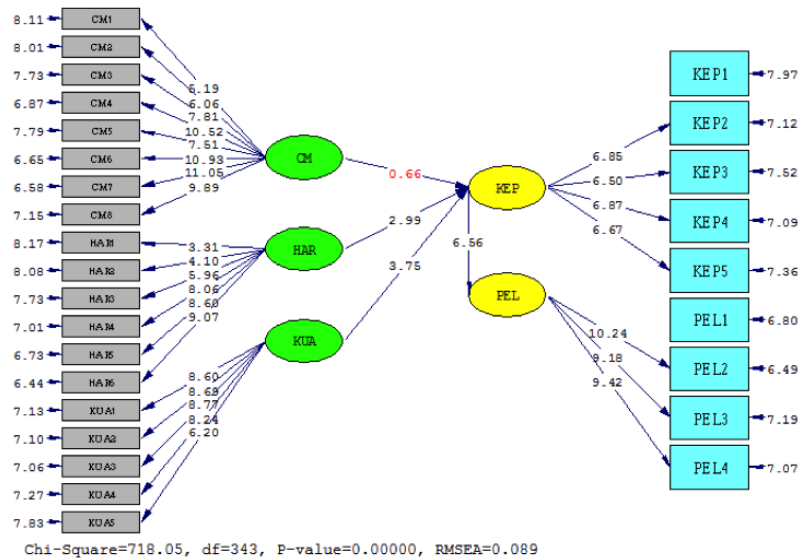
Fig. 3 Structural Model Fit Test

Table 3 Research Hypothesis Testing Results

Hypothesis		Path		t Value	Conclusion
H1	Product Quality	------->	Purchasing Decision	3.75	Significant influence
H2	Price	------->	Purchasing Decision	2.99	Significant influence
H3	Brand Image	------->	Purchasing Decision	0.66	No Significant influence
H4	Purchasing Decision	------->	Customer Satisfaction	6.56	Significant influence

Discussion

1) The Influence of Product Quality on Purchasing Decisions

Based on Table 3, it can be concluded that product quality has a significant influence on purchasing decisions. The conclusion is shown by the results of t-value of 3.75 is greater than t-table of 1.96. This is in accordance with Sunarto's research (2015) with the title Effect of Product Quality on Purchasing Decisions at Magika Kartika Leather Crafts Stores, researchers conclude that the results of his study indicate that product quality influences on purchasing decisions.

2) The Influence of Prices on Purchasing Decisions

Based on Table 3 it can be concluded that the price has a significant influence on purchasing decisions. The conclusion is shown by the t-value of 2.99 greater than t-table of 1.96. This is in accordance with research conducted by Wayan Adi Virawan (2013) which concluded that the t test on the price variable obtained t-count greater than t-table, because the value of t count is greater than t table then partially the Price has a significant effect on the decision purchase. The results of analysis it can be interpreted that the price which includes the valuation of the product, product attributes and benefits have a significant influence on product purchasing decisions. Prices can move the attitude of consumers to decide something in accordance with their choices. As expressed by Sumarwan (2004:70) that consumers often decide to buy a product based on the price of the product.

3) The Influence of Brand Image on Purchasing Decisions

Based on Table 3 it can be concluded that brand image does not have a significant influence on purchasing decisions. The conclusion is shown by the results of the t-value test of 0.66 smaller than t-table of 1.96. This can be explained through the results of the frequency descriptive test, many respondents who expressed doubts about the brand image of Hansaplast patch, there were 56 respondents or 40% of the total respondents to the statement. The results of this study are not in accordance with the results of research conducted by Wayan Adi Virawan (2013) with the title Analysis of the Effect of Price, Product Quality and Brand Image on Purchasing Decisions (Study of Faculty of Economics, Yogyakarta State University Students INK Brand Helmet Users). Researchers concluded that based on the t test on brand image obtained t count is greater than t table, partially brand image has a significant effect on product purchasing decisions

4) Effect of Purchasing Decisions on Customer Satisfaction

Based on Table 3 it can be concluded that the purchasing decision has a significant influence on customer satisfaction. The conclusion is shown by the results of the t-value test of 6.56 greater than t-table of 1.96. The results of this study are in accordance with the research of Angga P. Kautsar, Sunu Widianto, Rizky Abdulah Ph.D, Hesti Amalia (2012), states that purchasing decisions have a positive influence on consumer satisfaction, with a t-test of 7.84.

Managerial Implications

This study shows that product quality, price and brand image have a positive relationship and have significant influence on purchasing decision, but brand image has no dignificant influence on purchasing decision. The influence will be optimal if product quality, price perception and brand image together influence on purchasing decision. as shown in the structural equation results of the LISREL 8.80 analysis below :

KEP = 0.058*CM + 0.37*HAR + 0.54*KUA, Errorvar.= 0.20 , R² = 0.80
   (0.088) (0.12) (0.15)   (0.072)
    0.66   2.99   3.75   2.76

The equation shows that, product quality, price and brand image together have a positive and significant influence of 80% on purchasing decision, while other factors influence 20% on purchasing decision. By maintaining and improving product quality, price perception, and brand image together, Beiersdorf Indonesia as koyo manufacture can have the opportunity to get 80% purchasing decision.

Purchasing decision has a positive and significant influence on customer satisfaction, the influence will be optimal if purchasing decision influence on customer satisfaction are maintained and improved, as shown in the structural equation results of the LISREL 8.80 analysis below ,

PEL = 0.92*KEP, Errorvar.= 0.16 , R² = 0.84
   (0.14)   (0.056)
    6.56   2.89

The equation shows that purchasing decision has a positive and significant influence of 84% on customer satisfaction, while other factors influence 16% on customer customer satisfaction. By maintaining product quality, price perception, brand image, and purchasing decision will be influence on customer satisfaction, Beiersdorf Indonesia as koyo manufacture can have the opportunity to get 84% customer satisfaction.

V.   Conclusion

After the previous discussions in this study, a conclusion can be explained, as follow:

1) Product quality variables has a significantly influence on purchase decision of koyo Hansaplast in Tangerang area.

2) The price variable has a significantly influences on purchase decision of koyo Hansaplast in Tangerang area.

3) The brand image variable has a significant influence on the purchase decision of koyo Hansaplast in Tangerang area.

4) The purchase decision variable has a significantly influences on customer satisfaction of koyo Hansaplast in Tangerang area

Suggestion:

To deal with business competition these days, Koyo Hansaplast brand needs to explore again the desires and needs of customers who are changing rapidly. Digital marketing is a new promotional media where every day social media shows promotions of products and services with a wide and effective range. To get a competitive advantage in winning the competition, the following suggestions can be given in this final work including:

1) To improve the brand image of Hansaplast in the minds of consumers, it is suggested that companies use brand ambassadors to promote through social media so that consumers can be directly followed.

2) To increase the price perception that the price of Hanaplast patches is in accordance with the quality of the product, it is recommended that companies carry out creative promotions that make the patch prices felt by customers cheaper such as promo gifts with purchase or cheaper shopping for families.

3) Lack of understanding from customers to make hansaplast into a satisfying patch product according to their needs and services as needed. This was revealed from the results of descriptive statistical tests based on respondents' statements. The lowest level of agreement strongly agrees with "I feel satisfied while using the Hansaplast koyo brand and I would recommend it.

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