

THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AT SUHA DESSERT IN PEKANBARU

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Abstract

This study aims to analyze the influence of product quality and brand image on customer satisfaction in the Dessert cake business in Pekanbaru City. The phenomenon of the mushrooming of the Dessert cake business in Pekanbaru has created increasingly fierce competition, so that understanding of the factors that affect customer satisfaction is very crucial for business sustainability. Superior product quality and positive brand image are suspected to be two main factors that can increase customer satisfaction. This study uses a quantitative method with a survey approach of 30 customer respondents from a well-known dessert cake business in Pekanbaru, namely SUHA Dessert. Data collection was carried out using a Google Sheet-based online questionnaire with a 4-point Likert scale (Strongly Agree, Agree, Disagree, Disagree) during the period from December 2025 to February 2026. Data analyzed using SPSS software including validity test, reliability test, descriptive statistical analysis, and multiple linear regression analysis. The results of the study show that partially or simultaneously, product quality and brand image have a positive and significant influence on customer satisfaction. These findings imply that Dessert cake business actors in Pekanbaru need to consistently improve product quality (taste, texture, packaging) while building a strong brand image in the minds of consumers to create sustainable customer satisfaction.

1. INTRODUCTION

Background Problem

The city of Pekanbaru as the capital of Riau Province has a strategic role as a center of trade, services, and urban economic growth. The development of various business fields in the city of Pekanbaru also opens up opportunities for the growth of the culinary business, including Dessert cake which are increasingly diverse and easily accessible to the public [1]. The development of digital marketing through Instagram, TikTok, and food delivery services provides opportunities for business actors to reach consumers more widely. However, these conditions also increase competition because consumers can quickly compare products, prices, displays, reviews, and buying experiences from different brands. Marketing and communication activities through social media have been proven to play a role in building consumer trust in a brand [2]. In this competition, customer satisfaction is an important factor for business sustainability. Customer satisfaction is a positive response after consumers compare the experience they receive with their expectations of a product. Satisfied customers are more likely to make a repeat purchase and maintain a relationship with the brand used [3][4].

One of the factors that can affect customer satisfaction is the quality of the product. On the business Dessert cake, product quality can be reflected through taste, freshness of ingredients, consistency of products, attractive appearance, cleanliness of packaging, and conformity of products with customer expectations. Maintained product quality can increase trust and provide a more satisfying consumption experience [5]. Previous research has also shown that product quality has a positive effect on customer satisfaction and can encourage the formation of customer loyalty [6]. In addition to product quality, brand image also affects customer assessment of a business. Brand image is formed through visual identity, consistency of communication, quality of information, customer testimonials, and interaction between brands and consumers on social media. A positive brand image can strengthen trust and differentiate a product from competitors [2]. Empirically, brand image has also been shown to have an influence on customer satisfaction and repurchase tendencies [6][4].

Previous research on product quality, brand image, and customer satisfaction has generally been conducted on beverage, coffee, tea, and frozen food products. Meanwhile, a study that specifically examined business customers Dessert cake local in Pekanbaru City is still limited. This condition shows that there is a research gap that needs to be studied in the context of local culinary businesses [5][6][4]. SUHA Dessert was chosen as the object of research because it is one of the Dessert cake in the city of Pekanbaru which markets its products through digital media. Although product quality and brand image have become an important part of its business activities, the magnitude of the influence of these two factors on customer satisfaction still needs to be empirically proven.

Therefore, this study aims to analyze the influence of product quality and brand image, both partially and simultaneously, on customer satisfaction of SUHA Dessert in the city of Pekanbaru. to empirically test the influence of product quality and brand image on customer satisfaction in the Dessert cake business in Pekanbaru. The results of the research are expected to make a theoretical contribution to the development of marketing science as well as provide practical input for business actors in formulating strategies to increase customer satisfaction.

Problem Formulation

Based on the background that has been described, the formulation of the problem in this study is:

1. To what extent does product quality affect customer satisfaction in the Dessert cake business in Pekanbaru?
2. How does brand image affect customer satisfaction in the Dessert cake business in Pekanbaru?
3. Does product quality and brand image simultaneously have a significant effect on customer satisfaction?

Research Objectives

In accordance with the formulation of the problem above, the objectives of this research are:

1. Analyze and measure the direct influence of product quality on customer satisfaction in the Dessert cake business in Pekanbaru.
2. Analyze and measure the direct influence of brand image on customer satisfaction in the Dessert cake business in Pekanbaru.
3. Testing the simultaneous influence of product quality and brand image on customer satisfaction.

2. LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a psychological condition of consumers that arises after evaluating the suitability between expectations and the performance of the product received. If a product is able to provide benefits according to or exceed customer expectations, the level of satisfaction felt will be higher [7]. In modern marketing concepts, customer satisfaction is one of the indicators of a company's success because it relates to the sustainability of the relationship between consumers and brands. Satisfied customers not only have the potential to make a repeat purchase, but also have a tendency to give positive recommendations to others [8].

In the culinary industry, especially business Dessert Cake, customer satisfaction is not only influenced by the taste of the product, but also includes aspects of consumer experience such as the quality of ingredients, product appearance, packaging, service, and ease of obtaining products. Today's consumers tend to judge products thoroughly before forming a perception of satisfaction [9]. Customer satisfaction can be measured through several indicators, namely:

1. Expectation conformity, which is the level of conformity between customer expectations and the product received.
2. Repurchase interest, which is the customer's desire to make a transaction again.
3. The willingness to recommend, that is, the willingness of the customer to convey a positive experience to others.
4. Overall satisfaction, i.e. the general evaluation of the customer of the product or service provided [4].

Product Quality

Product quality is the ability of a product to provide functions and benefits according to customer needs. Product quality is one of the main factors in marketing because consumers will consider the value obtained before making a purchase decision [10]. In the food and beverage business, product quality has characteristics that are directly related to the customer's consumption experience. Aspects such as taste, texture, aroma, cleanliness, visual appearance, and consistency of products are important factors that shape consumer perception of the quality of a product. [5].

On the business Dessert Cake, product quality is a very important aspect because consumers not only buy food, but also buy the experience and aesthetic value of the product. Products that have a consistent taste, attractive appearance, and maintained quality will more easily gain customer trust [11]. Good product quality can increase customer satisfaction because customers feel that the product obtained has met their expectations. The higher the quality of the product provided, the higher the likelihood of customers giving a positive assessment of a business [12].

Product quality indicators in this study include:

1. Performance, which is the ability of the product to provide the main benefits.
2. Features, which are additional characteristics that differentiate the product.
3. Reliability, which is the ability of the product to maintain quality consistently.
4. Aesthetic, i.e. the attractiveness of the product's appearance.
5. Conformance, i.e. the conformity of the product with the promised standard [10][11].

Brand Image

Brand image is a set of perceptions, beliefs, and impressions formed in the consumer's mind towards a brand based on experience and information received. Brand image is formed from various associations attached to a brand, such as perception of product quality, company reputation, user experience, and information obtained by consumers through various communication channels. The

more positive the image formed in the minds of consumers, the more likely consumers are to have trust and positive judgments about a product or brand [13][14][15].

A positive brand image can provide added value because consumers not only consider the benefits of the product, but also consider the identity and reputation of the brand [16]. The development of digital technology has made brand image easier to form through various media such as Instagram, TikTok, marketplaces, and customer reviews. Consistent digital communication activities can increase consumer trust in a brand. [2].

In the business Dessert Cake, brand image can be built through product concepts, packaging design, service quality, digital promotional activities, and customer experience when interacting with brands. Brands that have a positive image will find it easier to create an emotional connection with customers [17]. A strong brand image can increase customer satisfaction because customers have confidence that the chosen product is able to provide quality and experience according to their perception of the brand [18]. Brand image indicators include:

1. Brand identity, which is the identity that distinguishes a brand.
2. Brand personality, which is a character attached to a brand.
3. Brand association, which is the relationship between the brand and the customer experience.
4. Brand attitude, which is the customer's attitude towards a brand [16].

The Effect of Product Quality on Customer Satisfaction

Product quality has a close relationship with customer satisfaction because customers will evaluate based on the product's ability to meet their needs and expectations. Products that have good quality will provide a positive experience so as to increase consumer satisfaction [10]. In the context of business Dessert Cake, taste quality, product appearance, cleanliness, and consistency are the main factors that influence customer decisions in assessing satisfaction. If customers get products according to expectations, the chances of repurchase will be greater. [5]. Previous research has shown that product quality has a positive effect on customer satisfaction. This proves that improving product quality is an important strategy for culinary businesses to retain customers [11].

The Influence of Brand Image on Customer Satisfaction

Brand image has an important role in shaping customer perception of a product. Brands that have a positive image can increase customer trust so that customers have higher confidence in the purchase decisions made [16]. On the business Dessert Cake, brand image is a differentiating factor because many products have almost the same type and characteristics. Therefore, businesses that are able to build a strong brand identity will more easily create customer satisfaction. [2]. Previous research has proven that brand image has a positive influence on customer satisfaction. The better the consumer perception of a brand, the higher the level of satisfaction felt by customers. [17][11].

Previous Research

Table 1. Previous research

No	Researcher	Year	Research Title	Research Results
1	Eric & Nainggolan [5]	2023	The Influence of Trust, Product Quality and Brand Image on Consumer Satisfaction at PT Batam Frozen Food	Product quality and brand image have a positive effect on consumer satisfaction.
2	Ghaissani & Pawitan [11]	2024	The Influence of Product Quality and Brand Image on Customer Satisfaction at Visval Company	Product quality and brand image are proven to increase customer satisfaction.
3	Dakhi [17]	2024	The Influence of Brand Image and Product Quality on Consumer Satisfaction	Brand image and product quality have a significant effect on consumer satisfaction.
4	Sitompul & Andarini [4]	2025	The Influence of Product Quality and Brand Image on Repurchase Intention Through Customer Satisfaction	Product quality and brand image affect customer satisfaction which has an impact on repeat purchases.

No	Researcher	Year	Research Title	Research Results
5	Kinasih et al. [12]	2024	The Influence of Brand Image, Product Quality, and Customer Satisfaction on Purchase Intention	Product quality and brand image have a relationship to customer satisfaction.

Source: Several Studies, 2026

3. RESEARCH METHODS

Types and Approaches to Research

This study uses a quantitative approach with a survey method. Based on its objective, this study is causal, namely to test the cause-and-effect relationship between independent variables (product quality and brand image) and dependent variables (customer satisfaction). The quantitative approach was chosen because it allows for objective measurement of variables and statistical analysis to test the hypotheses that have been formulated.

Research Location and Time

The research was carried out at SUHA Dessert, one of the popular dessert cake businesses and has high engagement on the ecommers shopee food platform and social media in Pekanbaru City. The selection of the location was based on the consideration that this business has an active and representative customer base to represent the Dessert cake market segment in Pekanbaru. Research Time: December 2025 - March 2026.

Population and Sample

The population in this study is all SUHA Dessert customers in Pekanbaru City whose number is not known for sure (infinite population).

The sample was determined using the Lemeshow formula for the population with a confidence level of 95% and a margin of error of 10%, a minimum sample of 96 people was obtained. However, due to time, cost, and access limitations, as well as referring to various similar studies that use small but still valid samples, a sample of 30 respondents was determined in this study. The use of a sample of 30 respondents is also based on the Central Limit Theorem which states that the sampling distribution will be close to normal if the sample size is at least 30. The sampling technique uses purposive sampling with the following criteria:

1. Have purchased SUHA Dessert products at least 1 time in the last 3 months
2. Be at least 17 years old
3. Willing to fill out a complete questionnaire

Data Collection Techniques

a. Online Questionnaire

The questionnaire is compiled using Google Sheet and distributed through social media (Instagram, WhatsApp Group) and collaborates with business owners to share it with customers. The questionnaire used a 4-point Likert scale to avoid the tendency of respondents to choose neutral answers (central tendency bias). Scale used:

Answer Options	Score
Strongly agree	4
Agree	3
Disagree	2
Strongly disagree	1

b. Documentation Study

The documentation study was conducted by collecting and analyzing customer reviews on online platforms and marketplaces such as Shopee Food, Google Business, Instagram, and TikTok. This documentation aims to obtain qualitative insights that support quantitative findings. Here is a table of customer review documentation that can be filled with photos of reviews from online platforms:

Table 2. Customer Review Documentation

No	Platform	Review Date	Customer Name	Contents of the Review	Documentation (Photo)
1	Shopee Food	13/08/2025	Mayang fazirah	It's very delicious, it's very sweet, the message when you get it really helps to raise the mood hopefully it will make you go to heaven..	
2	Google Business	11/01/2026	Mey	It's so good..	
3	Instagram	23/12/2025	Feel rose	It's worth the price, it's worth the price, it's worth it.	
4	Shopee Food	15/07/2025	Okti novriani	Tastes good, good packaging, price is right...	
5	Shopee Food	06/12/2025	sari	It's really a premium dessert but the price is very low, if you want a dessert portion of this meal is well worth it	

Source: Shopee Food, Google Business, Instagram, and TikTok, 2026

c. Product photos

Table 3. Product Photos

Category Name	Variants and packaging	Product photos
Mini Dessert	Choco lotus 150ml	

Category Name	Variants and packaging	Product photos
Mini Dessert	Choco chesee 150ml	
Mini Dessert	Choco Hazelnut 150ml	
Mini Dessert	Choco Dubai 150ml	
Mini Dessert	Choco tiramisu 150ml	

Source: Shopee Food, Google Business, Instagram, and TikTok, 2026

Variable Operational Definition

Table 4. Operationalization of Research Variables

No	Variabel	Concept	Indicator	Scale
1	Product Quality (X1)	Consumer perception of the advantages of Dessert products from taste, texture, consistency, freshness of ingredients, visual appearance	1. Very dissatisfied 2. Not satisfied 3. Satisfied 4. Very satisfied	Likert 1-4
2	Brand Image (X2)	Consumer perception of brand reputation, trust,	1. Very dissatisfied 2. Not satisfied 3.	Likert 1-4

		positive associations, uniqueness, brand storytelling.	Satisfied4. Very satisfied	
3	Customer Satisfaction (Y1)	Price compatibility with the quality of Dessert products	1. Very dissatisfied2. Not satisfied3. Satisfied4. Very satisfied	Likert 1-4

Source: Processed by researchers, 2026.

Data Analysis Techniques

The data that has been collected is analyzed using the Statistical Package for the Social Sciences (SPSS) software. The stages of analysis include validity test, reliability test, descriptive statistical analysis, classical assumption test, multiple linear regression analysis, partial test (t test), simultaneous test (F test), and determination coefficient.

a. Validity Test

Validity tests are used to assess the ability of each statement item to measure the variables of product quality, brand image, and customer satisfaction. The test was carried out with the Pearson correlation between the score of each item and the total score. The instrument is declared valid if the calculated r value is greater than the r of the table at a significance level of 5%.

b. Reliability Test

Reliability tests are used to determine the consistency of research instruments. The test was conducted using Cronbach's Alpha score. The instrument is declared reliable if Cronbach's Alpha value is greater than 0.70, so the respondent's answers are considered consistent and can be used in the next stage of analysis.

c. Descriptive Statistical Analysis

Descriptive statistical analysis was used to describe the characteristics of respondents and the tendencies of responses to each research variable. Respondents' characteristics include gender, age, occupation, and frequency of purchases. Respondent answer data is presented through frequency values, percentages, averages, minimum values, maximum values, and standard deviations to provide an overview of SUHA Dessert's product quality, brand image, and customer satisfaction.

d. Classical Assumption Test

Classical assumption tests are performed to ensure that multiple linear regression models meet statistical requirements. The tests in this study include normality tests, multicollinearity tests, and heteroscedasticity tests [19].

1) Normality Test

The normality test was used to find out whether the residual in the regression model was normally distributed. The test was carried out using the Kolmogorov-Smirnov test. Residual is declared normally distributed if the significance value is greater than 0.05, while a significance value smaller than 0.05 indicates that the residual is not normally distributed.

2) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is an overly high correlation between product quality and brand image as an independent variable. The regression model is stated to not experience multicollinearity if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.

3) Heteroscedasticity Test

The heteroscedasticity test was used to find out if there was a residual variance disparity in the regression model. The test was carried out using the Glejser test. The model is declared not to experience heteroscedasticity if the significance value of each independent variable is greater than 0.05. In contrast, significance values smaller than 0.05 indicate the presence of symptoms of heteroscedasticity [19].

e. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and magnitude of the influence of product quality and brand image on customer satisfaction, either partially or together. The regression equations used in this study are as follows [20].

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Customer satisfaction

a = constant

b_1 and b_2 = Regression coefficient

X_1 = Product quality

X_2 = Brand image

e = Error rate

A regression coefficient with a positive value indicates a unidirectional relationship, i.e. an increase in independent variables followed by an increase in customer satisfaction. In contrast, a negative value coefficient indicates an inverse relationship, assuming the other independent variables are fixed.

f. Partial Test (t-test)

The t-test is used to determine the partial influence of product quality and brand image on customer satisfaction. The test was carried out at a significance level of 5% with the following decision criteria:

1. If the significance value is less than 0.05, H_0 is rejected and the research hypothesis is accepted.

This means that independent variables partially have a significant effect on customer satisfaction.

2. If the significance value is greater than 0.05, H_0 is accepted and the research hypothesis is rejected.

This means that partially independent variables have no significant effect on customer satisfaction.

Decision making can also be done by comparing the value of t-calculated and t-table. If t is greater than t in the table, then the independent variable is declared to have a partial effect on the dependent variable.

g. Simultaneous Test (Test F)

The F test is used to determine whether product quality and brand image simultaneously affect customer satisfaction. When the significance value is less than 0.05 or the calculated value F is greater than the F of the table, H_0 is rejected and the simultaneous hypothesis is accepted. Conversely, if the significance value is greater than 0.05, the two independent variables are declared to have no simultaneous effect on customer satisfaction.

h. Coefficient of Determination

The determination coefficient is used to measure the ability of product quality and brand image in explaining variations in customer satisfaction. The value of the determination coefficient is indicated by R Square. The value is between 0 and 1; The closer you get to 1, the greater the model's ability to explain changes in customer satisfaction. The percentages that cannot be explained by the model are influenced by factors outside of the study, such as price, quality of service, promotions, ease of ordering, product variety, and customer experience.

4. RESULTS OF RESEARCH AND DISCUSSION

The following results and discussion sections are compiled based on a quantitative research flow that uses product quality variables as X_1 , brand image as X_2 , and customer satisfaction as Y. Analysis was carried out on 30 SUHA Dessert customers using validity, reliability, descriptive statistics, classical assumption test, multiple linear regression, partial test, simultaneous test, and determination coefficient.

1. Characteristics of Respondents

This study involved 30 SUHA Dessert customers who had met the research criteria, namely at least 17 years old and had purchased SUHA Dessert products in the last three months. Based on the results of data collection, all respondents were female and were in the age range of 17–25 years. Respondents have diverse work backgrounds, including college students, private employees, entrepreneurs, and students. The frequency of purchasing SUHA Dessert products is in the range of one to three times in one month.

These characteristics show that the results of the study mainly illustrate the assessment of young female consumers. This consumer group is a segment that is quite relevant for the Dessert cake business because it tends to consider the taste, appearance of the product, packaging, culinary trends, customer reviews, and information conveyed through social media before making a purchase. The frequency of purchases one to three times per month also shows that respondents have had sufficient experience to provide an assessment of product quality, brand image, and satisfaction after consuming SUHA Dessert products.

2. Test Results of Research Instruments

a. Validity Test

The validity test was carried out using the Pearson correlation between the score of each variable and the total score. With a total of 30 respondents, the degree of freedom or degree of freedom is 28, and the significance level is 5%, the table r value of 0.361 is obtained. The instrument is declared valid when the recalculated value is greater than the r of the.

Table 5. Validity Test Results

Variabel	Item-Total Correlation	R Table	Remarks
Product Quality (X1)	0,634	0,361	Valid
Brand Image (X2)	0,721	0,361	Valid
Customer Satisfaction (Y)	0,698	0,361	Valid

Source: Primary data is processed using SPSS, 2026.

Based on Table 4.1, the item-total product quality correlation value is 0.634, brand image is 0.721, and customer satisfaction is 0.698. All of these values are greater than the table r of 0.361. Thus, measurements of the three variables are declared valid and can be used in the next analysis. The largest correlation value was found in the brand image variable, which was 0.721. These results show that brand image scores have a relatively strong relationship with the overall construct measured in the study. Meanwhile, product quality and customer satisfaction also show an adequate level of correlation so that it is able to illustrate the research concept empirically.

b. Reliability Test

Reliability tests are used to determine the consistency level of the research instrument. The test was carried out using Cronbach's Alpha coefficient. An instrument can be declared reliable if Cronbach's Alpha value is greater than 0.70.

Table 6. Reliability Test Results

Cronbach's Alpha	Number of Items	Criteria	Remarks
0,735	3	> 0,70	Reliabel

Source: Primary data is processed using SPSS, 2026.

Cronbach's Alpha value obtained is 0.735 or greater than the minimum limit of 0.70. This shows that the instruments used have an adequate level of consistency. Therefore, the research instrument can be declared reliable and feasible to be used to measure product quality, brand image, and customer satisfaction of SUHA Dessert.

3. Descriptive Statistical Analysis

Descriptive statistical analysis is used to describe the tendency of respondents' assessment of each research variable. The results of the analysis include minimum, maximum, average, and standard deviation values.

Table 7. Descriptive Statistics of Research Variables

Variabel	N	Minimum	Maximum	Average	Standard Deviation
Product Quality (X1)	30	3	4	3,93	0,254
Brand Image (X2)	30	3	4	3,90	0,305
Customer Satisfaction (Y)	30	3	4	3,93	0,254

Source: Primary data is processed using SPSS, 2026.

Based on Table 4.3, the average product quality is 3.93, brand image is 3.90, and customer satisfaction is 3.93 out of a maximum score of four. This value shows that respondents give a very positive assessment of the three research variables.

The product quality obtained an average of 3.93 with a standard deviation of 0.254. These results show that customers rate SUHA Dessert products to be of good quality, especially related to the taste, appearance, consistency, and suitability of the product with customer expectations. The relatively small standard deviation value also indicates that respondents' answers tend to be uniform. The brand image obtained an average of 3.90 with a standard deviation of 0.305. Although the average is slightly lower than product quality and customer satisfaction, it remains in the very high category. This indicates that SUHA Dessert already has an identity, reputation, packaging, and brand association that is positively rated by customers.

Customer satisfaction obtained an average of 3.93 with a standard deviation of 0.254. The average height indicates that the products received by customers have met their expectations. This satisfaction can be seen from the assessment of product taste, packaging, price suitability, and customer experience after buying and consuming SUHA Dessert products.

Table 8. Frequency Distribution of Respondents' Answers

Variabel	Shoes	Frequency	Percentage
Product Quality (X1)	3	3	10,0%
	4	27	90,0%
Brand Image (X2)	3	3	10,0%
	4	27	90,0%
Customer Satisfaction (Y)	3	2	6,7%
	4	28	93,3%

Source: Primary data is processed using SPSS, 2026.

Frequency distribution shows that 90% of respondents give a score of four to product quality and brand image. In the customer satisfaction variable, as many as 93.3% of respondents gave a score of four. These results reinforce the finding that most customers have a very positive perception of SUHA Dessert products. These quantitative results are also supported by customer review documentation. Some reviews mention that the product has a good taste, an appropriate level of sweetness, good packaging, a reasonable price, and premium quality at an affordable price. Thus, the customer experience reflected in digital reviews is consistent with the results of the research questionnaire.

4. Classical Assumption Test Results

Classical assumption tests are performed to ensure that multiple linear regression models meet statistical requirements and can be used to test research hypotheses.

Table 9. Summary of Classical Assumption Test Results

Types of Testing	Results	Criteria	Conclusion
Normality	Sig. Kolmogorov-Smirnov = 0,200	Sig. > 0.05	Normally distributed residual
Heteroskedastisitas	The overall value of Sig. Glejser > 0.05	Sig. > 0.05	Heteroscedasticity does not occur
Multikolinearitas	VIF X1 = 1.234; VIF X2 = 1.234	VIVID < 10	Multicollinearity does not occur

Source: Primary data is processed using SPSS, 2026.

The significance value of the Kolmogorov-Smirnov test of 0.200 is greater than 0.05. Thus, the residual in the regression model is declared to be normally distributed. The results of the Glejser test show that the entire significance value of the independent variable is greater than 0.05. This means that there is no dissimilarity of residual variance or heteroscedasticity symptoms in the research model.

The value of the Variance Inflation Factor of product quality and brand image is 1,234 each. The value is much smaller than 10 so there is no too high a relationship between the two independent variables. Thus, the regression model does not experience multicollinearity. Based on the overall test results, the regression model has met the assumptions of normality, homogeneity, and does not experience multicollinearity. Therefore, multiple linear regression models are feasible to test the influence of product quality and brand image on customer satisfaction.

5. Multiple Linear Regression Analysis

a. Coefficient of Determination

Table 10. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,812	0,659	0,634	0,154

Source: Primary data is processed using SPSS, 2026.

A multiple correlation value or R of 0.812 indicates that product quality and brand image have a strong relationship with customer satisfaction. An R Square value of 0.659 indicates that product quality and brand image are able to explain 65.9% of the variation in customer satisfaction of SUHA Dessert. Meanwhile, 34.1% of the variation in customer satisfaction was explained by other factors that were not included in the research model. These factors can be in the form of price, quality of service, promotions, ease of ordering, product variety, delivery speed, and customer experience when interacting with sellers.

The Adjusted R Square value of 0.634 indicates that after considering the number of variables and the research sample, the model's ability to explain customer satisfaction is 63.4%. These results show that the model has a fairly strong explanatory ability.

b. Simultaneous Test or F Test

The F test is used to determine the effect of product quality and brand image together on customer satisfaction.

Table 11. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Say.
Back	1,230	2	0,615	26,021	0,000
Residual	0,638	27	0,024		
Total	1,868	29			

Source: Primary data is processed using SPSS, 2026.

The test results showed an F value of 26.021 with a significance of 0.000 or $p < 0.001$. The significance value is less than 0.05 so the hypothesis that product quality and brand image simultaneously affect customer satisfaction is acceptable.

Thus, the increase in customer satisfaction of SUHA Dessert is not only determined by the quality of the product separately, but also influenced by the ability of the business to build a positive brand image. The combination of a good consumption experience and a positive perception of the brand is an important basis in shaping customer satisfaction.

c. Partial Test and Regression Equation

Table 12. Partial Test Results and Regression Coefficients

Variabel	B	Std. Error	Beta	t	Say.
Konstanta	0,857	0,433	—	1,979	0,058
Product Quality (X1)	0,421	0,097	0,421	4,340	0,000
Brand Image (X2)	0,512	0,082	0,615	6,243	0,000

Source: Primary data is processed using SPSS, 2026.

Based on the results of the analysis, the multiple linear regression equation can be formulated as follows:

$$Y = 0.857 + 0.421X_1 + 0.512X_2$$

A constant value of 0.857 indicates that when product quality and brand image are considered fixed or of zero value, the base value of customer satisfaction is 0.857. However, the significance value of the constant of 0.058 is greater than 0.05 so the constant is not statistically significant. This condition does not eliminate the feasibility of the model because the focus of the test is on the coefficients of independent variables.

A product quality coefficient of 0.421 indicates that every one unit increase in product quality will increase customer satisfaction by 0.421 units, assuming the brand image is fixed. A t-value of 4.340 with $p < 0.001$ shows that product quality has a positive and significant effect on customer satisfaction. Thus, the first hypothesis is accepted. A brand image coefficient of 0.512 indicates that every one unit increase in brand image will increase customer

satisfaction by 0.512 units, assuming product quality is fixed. A t-value of 6.243 with $p < 0.001$ shows that brand image has a positive and significant effect on customer satisfaction. Thus, the second hypothesis is accepted.

The standardized beta value of brand image of 0.615 is greater than the product quality beta of 0.421. These results show that brand image has a relatively more dominant influence on customer satisfaction than product quality.

6. Hypothesis Testing Summary

Table 13. Summary of Hypothesis Testing Results

Hipotesis	Statement	Results	Verdict
H1	Product quality has a positive and significant effect on customer satisfaction	$B = 0,421$; $t = 4,340$; $p < 0,001$	Accepted
H2	Brand image has a positive and significant effect on customer satisfaction	$B = 0.512$; $t = 6.243$; $p < 0.001$	Accepted
H3	Product quality and brand image simultaneously have a significant effect on customer satisfaction	$F = 26.021$; $p < 0.001$	Accepted

Source: Primary data is processed using SPSS, 2026.

Discussion

The results of the study show that product quality has a positive and significant effect on SUHA customer satisfaction Dessert. This is proven through the results of the partial test which showed a regression coefficient value of 0.421, a calculated t-value of 4.340, and a significance level of < 0.001 . The findings show that improving product quality will have an impact on increasing customer satisfaction. In the context of business Dessert Cake, product quality is one of the main aspects that customers assess because it is directly related to the consumption experience. Customers not only consider the taste of the product, but also pay attention to the texture, sweetness level, appearance, cleanliness, and consistency of quality in each purchase. The average product quality score of 3.93 indicates that customers give excellent ratings to SUHA products Dessert. This is also strengthened by customer reviews that show that the product has good taste, attractive packaging, quality according to the price, and is able to meet consumer expectations. The results of this study are in line with the research [5][11][12] which states that the quality of the product has a positive influence on customer satisfaction. Therefore, consistency in maintaining the quality of taste, raw materials, product appearance, and presentation standards is an important factor for SUHA Dessert in maintaining customer satisfaction.

In addition to product quality, the results of the study also show that brand image has a positive and significant influence on SUHA customer satisfaction Dessert. Based on the results of the partial test, the brand image obtained a regression coefficient value of 0.512, a calculated t-value of 6.243, and a significance level of < 0.001 . This value shows that the stronger the brand image that SUHA has Dessert, then the higher the customer satisfaction level is formed. Brand image is not only related to the name or identity of the business, but also includes customer perception of quality, reputation, packaging design, product appearance, purchase experience, and communication activities through social media. A beta value of 0.615 indicates that brand image has a more dominant influence than product quality in explaining customer satisfaction. This shows that SUHA customers Dessert Not only judging products based on taste and physical qualities, but also considering the trust, uniqueness, and positive impression inherent in the brand. These findings support research [17][2][4] which states that brand image plays an important role in improving customer satisfaction. For this reason, SUHA Dessert It is necessary to continue to strengthen the brand identity through a consistent digital communication strategy, attractive packaging design, and good customer relationship management.

Simultaneously, the results of the study prove that product quality and brand image together have a significant effect on SUHA Dessert customer satisfaction. The results of the F test showed an F value of 26.021 with a significance level of < 0.001 , while the determination coefficient value (R Square) of 0.659 showed that product quality and brand image were able to explain 65.9% of the variation in customer satisfaction. These results illustrate that customer satisfaction is formed

through a combination of a real customer experience when consuming a product and a positive perception of the brand. Product quality provides functional value through the taste, texture, and appearance of the product, while brand image provides emotional value through trust and positive perception of the business. When the quality of the products received by customers is in accordance with the brand image that is built, then customers will have a better experience and a higher level of satisfaction. However, there are still 34.1% of other factors that can affect customer satisfaction outside of this research model, such as price, service, promotions, ease of ordering, and customer experience during the purchase process. Thus, SUHA Dessert needs to maintain product quality while strengthening its brand image in order to be able to increase customer satisfaction in a sustainable manner and encourage repurchases.

5. CONCLUSIONS

Based on the results of research on the influence of product quality and brand image on customer satisfaction in the SUHA Dessert cake business in Pekanbaru City, it can be concluded that product quality has a positive and significant influence on customer satisfaction. This shows that the better the quality of the product provided, such as taste, texture, appearance, consistency, and conformity of the product with customer expectations, the higher the level of satisfaction felt by customers.

Brand image has also been proven to have a positive and significant influence on customer satisfaction. The results of the study show that SUHA Dessert's positive perception of brand identity, reputation, product appearance, packaging, and marketing communication is able to increase customer trust and satisfaction. Compared to product quality, brand image has a more dominant influence in shaping customer satisfaction, so brand strengthening is an important aspect of business development strategies.

Simultaneously, product quality and brand image together have a significant effect on SUHA Dessert customer satisfaction. Both variables are able to explain most of the changes in customer satisfaction, which shows that the success of the Dessert cake business is not only determined by the quality of the products provided, but also by the ability of the business to build a positive brand image in the minds of consumers. Thus, consistent improvement of product quality and continuous strengthening of brand image are important factors in maintaining customer satisfaction and encouraging repurchases.

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