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HOW BRAND TRUST MAKES PRICE AND SERVICE QUALITY SATISFY CUSTOMER INFORMATION TECHNOLOGY

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Abstract: Customer satisfaction is an important factor in the success of an institution or company. It causes the firm to strive to provide the best service to its customers to create customer satisfaction. Customer satisfaction can be determined by the customer's perception and experience of the performance of using a product or service that can meet his expectations. Customer satisfaction will be achieved after the customer uses a product or service. The customer's wants and needs can be fulfilled and exceed his expectations. Five main things influence customer satisfaction: product quality, service quality, price, emotional factors, and the ease of obtaining the product or service. This study aims to analyze the effect of service quality, product quality, and price on customer satisfaction with brand trust as a mediating variable in information technology companies. The data in this study were processed using the Smart-PLS version 3 application. This study used a saturated sample of 450 respondents who worked for information technology company partners. Respondents filled out questionnaires using Google Forms. The results partially showed that service quality, product quality, price, and brand trust had significant and positive effects on customer satisfaction, while for the mediating effect, this study found that brand trust was able to mediate the effect of product quality on customer satisfaction but had not been able to mediate the effect between service quality on satisfaction customers and price on customer satisfaction. This research implies that information technology consumers do not buy services or products based on brand trust but on the services or products offered. Further research is needed to strengthen or weaken this phenomenon.

Keywords: Brand Trust, Customer Satisfaction, Price, Product Quality, Service Quality

INTRODUCTION

A multi-cloud infrastructure as a service (IaaS) provider has developed new cloud-native solutions that are more accessible and affordable. Lyrid, a vendor-agnostic cloud platform, uses data, machine learning, and user policies to wrap, deploy, and seamlessly execute the applications between all public clouds. Available in free and pro versions, the Lyrid platform is designed for organizations of all sizes, from startups to enterprises. All users enjoy the tools, data, analytics, redundancy, and automation that make cloud-native applications more efficient in the global market. Enterprises can innovate more affordably, increase the flexibility of cloud vendors, and test the new ideas without disrupting the existing processes, which shows that the platform's role will benefit startups operating in Indonesia. The Kubernetes service provider platform is needed in today's digital industry 4.0. As a service provider, it cannot be separated from factors that can support the continuity of these services, including the quality of service, the product quality, and price, which are factors that can shape consumer satisfaction but based on the analysis conducted on the research that became the reference found that there is still a necessary research gap investigated further so that in this study the researcher made the title of effect Service Quality, Product Quality And Price To Satisfaction Customers with Brand Trust As A Mediation Variable

Background research on service quality and customer satisfaction was conducted by Widiyanto (2019), Kamila (2017), Setyawan (2022), Sinulingga and Rini (2022), Rita et al. (2019), Prabjit et al. (2021), Sari and Hariyana (2019), Syahwi and Pantawis (2021) who found that there was a positive influence between service quality and customer satisfaction. Still, different results were found by Andalusi (2018) found that service quality did not have a positive effect on customer satisfaction. Research on product quality and consumer satisfaction was conducted by Darmawan (2019), Kamila (2017), Wantara and Tambrin (2019), Sari and Hariyana (2019), Widiyanto (2019), Syahwi and Pantawis (2021) who found that there was a positive influence between the product quality and the customer satisfaction, but different results were found by Andalusi (2018) found that Product Quality did not have a positive influence on customer satisfaction.

Research on prices and consumer satisfaction was conducted by Sidqalati et al. (2019), Widiyanto (2019), Wantara and Tambrin (2019), Andalusi (2018), Juliana et al. (2021), Sari and Hariyana (2019) who found that there is a positive influence between price and customer satisfaction. Research on brand trust and customer satisfaction was conducted by Sinulingga and Rini (2022) and Prabjit et al. (2021), who found that Brand Trust significantly affected customer satisfaction. Different results were obtained by Imania and Widayanto (2018), who found that Brand Trust had no significant effect on consumer satisfaction.

Research on the influence of service quality and consumer satisfaction with brand trust as a mediating variable was previously carried out by Elizar et al. (2020) and Sinulingga and Rini (2022), who found that the customer trust was significantly able to mediate the relationship between the service quality and customer satisfaction. This research aims to discover how to promote more trust in the brand rather than the product or service. Novelty/newness of this study: There are only a few kinds of literature about industry information technology services.

LITERATURE REVIEW
Service Quality

Fatihudin and Firmansyah (2019) defined service quality as one of the determining factors for customers will choose to use these services, as Nasution (2015) and Tjiptono (2017) argued that one of the characteristics of services is indivisible, so the quality of services offered is closely related to these providers, which shows how vital services are.

Product Quality

Product quality is also important for companies in influencing the customers to purchase their products (Tjiptono and Chandra, 2017). Product quality is the main criterion for customers in choosing the products offered. By paying attention to product quality, the company's goal of obtaining optimal profit can be fulfilled and simultaneously meet customer demands for high-quality products (Kotler and Armstrong, 2018). The product quality earns greater attention since many Indonesians do not comprehend Kubernetes (digitalbisa.id, 2021),

so every product the company offers must have good quality to satisfy customers.

Price

The price factor is one of the important criteria in the decision-making process. Price is closely related to the customer's financial ability to be able or not to make a purchase. According to Kotler and Armstrong (2018), Price is the amount of money charged for a product or service or the sum of values customers exchange to receive benefits and own or use a product or service. Price is a real and material sacrifice by customers to acquire or own a product by considering several things, such as comparing prices before using services, selecting services with low base prices and services with prices comparable to their quality, or various other reasons.

Brand Trust

Egan (2020) defined Brand Trust as one of the important elements that must be created in every customer to increase the sense of security in using services. Customers who have high trust in the services provided will feel satisfied with the services provided.

Customer Satisfaction

Customer satisfaction is an essential factor in the success of an institution or company attempting to provide the best service to its customers to create customer satisfaction. Customer satisfaction can be determined by the customer's perception and experience of the performance of using a product or service that can meet their expectations. Customer satisfaction will be achieved if what they want and need can be fulfilled and exceed their expectations after using a product or service.

HYPOTHESIS DEVELOPMENT
### Service Quality and Customer Satisfaction

Research on service quality was previously conducted by Widiyanto (2019), who found a positive influence between service quality and customer satisfaction. Still, different results were found by Andalusi (2018), who found that service quality did not have a positive effect on customer satisfaction. Based on the relationship between two variables, the following hypothesis can be generated:

H1: Service quality has a positive and significant effect on customer satisfaction.

Product Quality and Customer Satisfaction

Research on product quality was previously conducted by Darmawan (2019), who found a positive influence between product quality and customer satisfaction. Still, different results were found by Andalusi (2018), who found that product quality did not have a positive effect on customer satisfaction. Based on the relationship between the two variables, the following hypothesis can be generated:

H2: Product quality has a positive and significant effect on customer satisfaction.
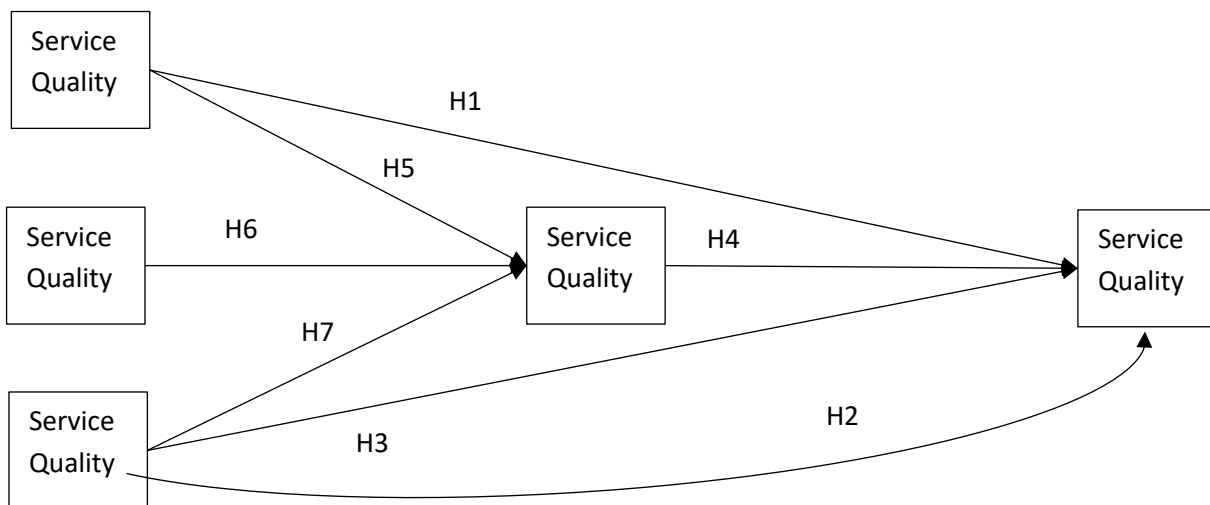
Figure 1. Conceptual Framework

Brand Trust and Customer Satisfaction

Sidqalati et al. (2019) conducted previous research on price, finding a positive effect between price and customer satisfaction. The following hypothesis can be generated based on the relationship between the two variables.

H3: Price has a positive and significant effect on customer satisfaction.

Brand Trust and Customer Satisfaction

Research on the effect of brand trust on customer satisfaction was conducted by Sinulingga and Rini (2022), who found that brand trust significantly affected the customer satisfaction. Different results were obtained by Imania and Widayanto (2018), who found that brand trust did not have a significant effect on customer satisfaction.

H4: Brand Trust has a positive and significant effect on customer satisfaction.

Service Quality and Customer Satisfaction

Research on the effect of service quality on customer satisfaction with brand trust as a mediating variable was conducted by Elizar et al. (2020), who found that the customer trust was significantly able to mediate the relationship between service quality and customer satisfaction.

H5: Service Quality has a positive and significant effect on Customer Satisfaction, with Brand Trust as a mediating variable.

Product Quality, Brand Trust, and Customer Satisfaction

Research on the effect of the product quality on the customer satisfaction with brand trust as a mediating variable was conducted by Rohmat et al. (2022), who found that Brand Trust can significantly mediate the relationship between the Product Quality and Customer Satisfaction.

H6: Product Quality has a positive and significant effect on Customer Satisfaction, with Brand Trust as a mediating variable.

Price, Brand Trust, and Customer Satisfaction

Research on the effect of price on customer satisfaction with brand trust as a mediating variable was carried out by Sudirman et al. (2020), who found that trust could mediate the relationship between the price and customer satisfaction.

H7: Price has a positive and significant effect on customer satisfaction, with brand trust as a mediating variable.

METHOD

The population used as the object or subject of the study was 450 respondents, that is, a saturated sample, who were also companies that had subscribed. The writer used primary data sources from filling out the questionnaire given to customers who were employees of companies that had subscribed to and responded via Google form. Thus, the method used in this research is the descriptive quantitative method. According to Sugiyono (2019), the quantitative method is scientific since it fulfills scientific principles: Concrete/empirical, objective, measurable, rational, and systematic. This study was conducted online via Google form with the customers who were representatives of companies that had used Kubernetes services.

Table 1. Operationalization variables

Variable	Variable Concept	Dimension	Indicator
Service Quality (X1)	Service is activities, benefits, or satisfactions offered or marketed which are essentially intangible and do not result in any ownership (Kotler and Armstrong, 2018)	Reliability	Serviceability
			Service accuracy
		Responsiveness	Service Alertness
			Correct and precise service
		Assurance	Service User Guarantee
			Informative service
		Empathy	Empathy
			Understanding consumer needs
		Tangibles (Sinollah and Masruroh, 2019)	Appearance of company facilities and infrastructure
			Technology equipment used

Variable	Variable Concept	Dimension	Indicator
Product Quality (X2)	The ability of a product to perform its functions, which include durability, reliability, ease of operation and repair, and other attributes that are of value to the product as a whole. (Kotler and Keller, 2016).	Performance	Product function
			Product strength
		Product Image	Consumer Convenience
		Features	Reachable
			Product superiority
			Additional privileges
		Reliability	Product Reliability
		Conformance	Quality Assurance
		(Tjiptono and Diana, 2020)	Possible product failure
			Compatible
Price (X3)	Price is the sum of all values given by customers to benefit from owning or using a product, both goods and services. (Kotler and Armstrong, 2018)	Price list	Complete price list
			Pricing variable
			Price Affordability
		Price discount	Discounts under certain conditions
			Favorable price service
		Price	Price includes the entire service
		Competitiveness	Price better than market price
			Prices can compete with similar services.
		Payment Period	Ease payment process
		(Kotler and Armstrong, 2018)	
Brand Trust (M)	Brand trust is the perception of reliability from a consumer's point of view based on experience or rather on sequences of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction (Rizan, 2012)	Reputation	Company reputation in the eyes of consumers
		Complacency	Customer satisfaction for the services provided during the transaction
			Customer satisfaction on after-sales service
		Competition	The company's ability to compete
			The company's ability to handle consumer complaints
		Personality	The products offered by the company can answer consumer needs.
		(Soni and Verghese, 2018 in Rizan, 2012)	
Consumer Satisfaction (Y)	Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance. (Kotler and Keller, 2016)	Satisfaction Toward Quality	Satisfaction with service quality
			Satisfaction with product quality
		Satisfaction Toward Value	Satisfaction to price
		Perceived Best	The price offered is in accordance with the quality received.
		(Tjiptono, 2017)	
			The price offered is in accordance with the quality received.
			Service quality is better than competitors.

RESULTS

Respondent Characteristics

Respondents in this study were staff who work for companies that use information technology company Kubernetes services. The number of respondents used as a saturated sample was 450. This study found that the highest number of the respondents based on gender was male, i.e., 368 respondents or 82%, while female respondents were 82 or 18%. Based on the data obtained, it was found that the majority of respondents were aged 27-32 years, or as many as 184 respondents (41%), followed by respondents > 33 years or 150 respondents (33%), 22-27 years as many as 88 respondents (20%). At least from the age range <22 years were 28 respondents (6%). Based on the types of industry, most of the respondents worked in the information technology industry, i.e., 236 respondents or 52%, followed by the marketplace industry with 137 respondents or 31% then banking with 51 respondents or 11%, and in the government were 26 respondents or 6%. The classification of the respondents based on education was dominated by undergraduates, with 311 respondents, or 69%, followed by postgraduates, with 77 respondents, or 17%, diplomas with 49 respondents, or 11%, and high school diplomas, with 13 respondents, or 3%. Classification of respondents based on the position was dominated by staff equivalents of 273 respondents or 61%, supervisor equivalents of 131 respondents or 29%, and manager equivalents of 46 respondents or 10%. Classification of respondents based on monthly expenses was dominated by employees with expenses of 5-10 million, 283 respondents or 63%, followed by 10-20 million, 103 respondents or 23%, then by >20 million, 36 respondents or 8%, and <5 million as many as 28 respondents or 6%.

Description of Respondents' Online Questionnaire Response

The sales promotion variable has ten indicators. Respondents' responses to the questionnaire regarding the service quality variable showed an average of 1721 in the "good" category. It concluded that the respondents perceived IT companies' service quality as "good". Lowest rating: IT company services provided a sense of security valued at 1666. This study showed that the average product quality variable was 1677, which concluded that respondents perceived the quality owned by IT companies was "good." The lowest score was "I believe in the service performance of IT companies," with a value of 1604. The average score for the price variable was 1704, so it concluded that respondents perceived the prices offered by IT companies were "good." The lowest rating was "I feel the price offered is affordable," with a score of 1,683. The average score for the brand trust variable was 1749, so it concluded that respondents perceived customer brand trust in IT companies was categorized as "good." The lowest score on "I assess information technology companies have a good reputation with a value of 1706. This study found the average score for the purchase intention variable was 1765, so it can be concluded that respondents perceived customer satisfaction in information technology companies was relatively good. The lowest rating was "I am satisfied with the services provided," with a score of 1644.

Statistics Analysis

The criteria for outer loadings are that each indicator for measuring the construct must have an outer loadings value > 0.7 or AVE > 0.50. Nevertheless, Ghozali (2015: 37) argues that research on developing an algorithm scale of 0.5–0.6 is still acceptable. Based on the analysis of the algorithm model above, all indicators can be considered valid and reliable because their value is above 0.7. Based on the table above, the results of the outer loadings output show that indicators have outer loadings > 0.7, which means that all indicators are valid as measurements of latent variables.

The recommended Average Variance Extracted (AVE) value is above 0.5. The results of AVE values were > 0.5, meaning they met the validity requirements based on AVE. The recommended Cronbach's Alpha (CA) Reliability Test value must be above 0.7. It was found that the variables of service quality, product quality, price, and customer satisfaction had a CA value of > 0.7. In contrast, the brand trust variable had a CA value of <0.7, which means that it meets the reliability requirements based on CR. Furthermore, a reliability test was conducted based on Cronbach's Alpha (CA) value.

Table 2. Composite Reliability (CR) Validity Test

	Composite Reliability
Price	0,882
Trust	0,799
Satisfaction	0,817
Service	0,915
Moderating effect 1	1,000
Moderating effect 2	1,000
Moderating effect 3	1,000
Product	0,923

All Composite Reliability (CR) Validity Test values were found to be> 0.7, which means that they met Cronbach's Alpha reliability requirements. Furthermore, the Fornell- Larcker approach conducted a discriminant validity test. In the discriminant validity test, a latent variable's AVE square root value must be greater than the correlation between the latent variable and other latent variables. It was found that the square root value of the AVE for each latent variable was greater than the correlation value between the latent variable and other latent variables. Thus, it concluded to meet the requirements of discriminant validity.

Based on the table 4 results are as follows.

Service Quality has a positive effect on Customer Satisfaction, with a path coefficient value (original sample) of 0.153, and significant, with P-Values = 0.000 <0.05 (H1 Accepted). Product quality has a positive effect on customer satisfaction, with a path coefficient value (original sample) of 0.405, and significant, with a P-Values = 0.000 <0.05 (H2 Accepted). Price has a positive effect on customer satisfaction, with a path coefficient value (original sample) of 0.336, and significant, with P-Values = 0.000 <0.05 (H3 Accepted). Brand trust has a positive effect on customer satisfaction, with a path coefficient value (original sample) of 0.083, and significant, with P-Values = 0.015 <0.05 (H4 Accepted).

Table 4. Significant Test of the Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> satisfaction	0,336	0,335	0,042	8,051	0,000
Trust -> satisfaction	0,083	0,084	0,034	2,432	0,015
Service -> satisfaction	0,153	0,156	0,047	3,258	0,001
Product -> satisfaction	0,405	0,404	0,048	8,392	0,000

Table 5. Moderation Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating Effect 1 -> Satisfaction	-0,045	-0,041	0,048	0,930	0,353
Moderating Effect 2 -> Satisfaction	0,127	0,122	0,056	2,290	0,022
Moderating Effect 3 -> Satisfaction	0,033	0,034	0,039	0,836	0,404

Based on the results, the R-Square value of Customer Satisfaction is 0.570. These results indicate that the variables of Service Quality, Product Quality, Price, and Brand Trust can explain Customer Satisfaction by 57% but still indicate that other variables outside this research model can improve customer satisfaction, such as brand image and product diversity, which might increase purchase intention.

Based on the table 5 results, Brand Trust does not significantly moderate the relationship between service quality and customer satisfaction, with the P-Values = 0.353 > 0.05 (H5 Rejected). Brand Trust significantly moderates the relationship between product quality and customer satisfaction, with P-Values = 0.022 <0.05 (H6 Accepted). Brand Trust does not significantly moderate the relationship between price and customer satisfaction, with P-Values = 0.404 > 0.05 (H7 Rejected).

DISCUSSION
Service Quality and Customer Satisfaction

The results Service Quality has a positive effect on Customer Satisfaction. The results are in accordance with Widiyanto (2019), Achmad et al. (2021), Hartanto (2019), Prabjit et al. (2021), Rita et al. (2019), Setyawan (2022), Citra and Santoso (2016) who found a positive effect between service quality and customer satisfaction. However, different results were shown by Andalusi (2018), who found that service quality did not positively affect customer satisfaction. The results of this study are inseparable from the characteristics of information technology companies such as Kubernetes service providers and the vendor-agnostic cloud platforms that make them prioritize service quality to increase customer satisfaction. Information technology companies can provide satisfying services to customers.

Product Quality and Customer Satisfaction

The Results Product quality has a positive effect on customer satisfaction. The results are in accordance with the research previously conducted by Darmawan (2019), Kamila (2017), Hapsoro and Hafidh (2018), Lailiyah (2020), and Sambo et al. (2022), who found a positive influence between the product quality and the customer satisfaction.

However, different results were found by Andalusi (2018), who found that product quality did not positively affect customer satisfaction. As the Kubernetes technology service platform still sounded unfamiliar to common people, the product offered will undoubtedly be difficult to accept. However, this research is aimed at companies familiar with this Kubernetes system so they can assess the product quality of information technology companies well. As a result, customers feel satisfied with the quality of the products provided, as evidenced by the questionnaire stating the "good" quality product and the magnitude of the effect of product quality on customer satisfaction.

Price and Customer Satisfaction

The results Price has a positive effect on customer satisfaction. The results follow a previous study on prices conducted by Sidqalati et al. (2019), Juliana et al. (2021), Wantara and Tambrin (2019), Sari and Hariyana (2019), Subaebasni et al. (2019), and Zhao et al. (2021) who found a positive influence between price and customer satisfaction. Price is the primary factor customers consider when selecting a service or product. Technology information company implements a good and competitive pricing strategy to make customers feel the price issued follows the benefits gained and that customers feel satisfied with the products and services provided.

Brand Trust and Customer Satisfaction

The results Brand trust has a positive effect on customer satisfaction. The results are consistent with a study by Sinulingga and Rini (2022), Ahmed et al. (2015), and Asbar et al. (2022), which showed that brand trust significantly affected customer satisfaction. Different results were found by Imania and Widayanto (2018) that brand trust did not significantly affect customer satisfaction. In this era of digitalization, many crimes in cyberspace occur, which can directly attack a company's system. One loophole that can be used is to break into the service providers of the information technology company. However, most customers feel they already trust the company's brand, which cannot be separated from the quality of the products and services provided; thus, this trust can increase customer satisfaction in IT companies.

Brand Trust, Service Quality, and Customer Satisfaction

The results show that Brand Trust does not significantly moderate the relationship between service quality and customer satisfaction. These results differ from research on the effect of service quality on customer satisfaction with brand trust as a mediating variable conducted by Elizar et al. (2020) and Ovita et al. (2021), who found that customer trust could significantly mediate the relationship between service quality and customer satisfaction.

Brand Trust, Product Quality, and Customer Satisfaction

The results of Brand Trust significantly moderate the relationship between product quality and customer satisfaction. These results are consistent with a study on the effect of product quality on customer satisfaction with brand trust as a mediating variable conducted by Rohmat et al. (2022) and Kiyani et al. (2012), which found that Brand Trust was significantly able to mediate the relationship between Product Quality and Customer Satisfaction.

Brand Trust, Price, and Customer Satisfaction

Brand Trust does not significantly moderate the relationship between price and customer satisfaction. These results differ from research on the effect of price on customer satisfaction with brand trust as a mediating variable conducted by Sudirman et al. (2020) and Umar and Baharun (2017), who found that trust could mediate the relationship between price and customer satisfaction.

IMPLICATIONS

Further research is needed to strengthen the phenomena found. Additional variables are required in order to strengthen the research. A different object is necessary to compare the research.

RECOMMENDATIONS

Based on the results of this study, the writers can provide several recommendations that are expected to give significance to interested parties in this research. Future researchers should be able to analyze other factors not examined in this study, such as brand image and brand awareness variables, which considerably affect customer satisfac-

tion. Based on the results of the recapitulation of the questionnaire, the lowest score of 1,520 was obtained in the statement, "I feel that information technology companies have features that the other competitors do not," The researchers recommend companies increase the features of their products so that compared to competitors, customers feel a tangible difference between the products of information technology companies and competitor products. Information technology company management must improve the quality of its products as survey results found that product quality is the variable with the lowest value among other variables, so it needs to be improved.

This research still has many shortcomings because the writer encounters obstacles during the writing process. In addition, this research still needs suggestions, input, and correction. In conducting this research, the writer experienced several limitations as follows: The variables of Service Quality, Product Quality, Price, and Brand Trust in explaining the dependent variable, i.e., purchasing interest of 57% and the remaining 43%, are affected by factors not examined in this study. The population used as respondents are customers of information technology companies, and different results can be obtained if the study is conducted at a different time and place.

CONCLUSIONS

Based on the results of the results and discussion that have been described regarding the effect of service quality, product quality, and price on customer satisfaction with brand trust as a mediating variable in information technology companies, the following conclusions can be drawn: service quality, product quality, price, and brand trust had a positive effect on the customer satisfaction. Brand Trust did not significantly moderate the relationship between the service quality and price to customer satisfaction, but Brand Trust significantly moderated the relationship between product quality and customer satisfaction.

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