

BUILDING CONSUMER SATISFACTION OF POCI TEA THROUGH PRICE COMPATIBILITY, FEELING AND A BRAND THAT IS EASY TO REMEMBER



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Abstract

Competition in the beverage industry is getting tighter, especially in tea drinks. One of the popular teas often included in the ranks of the top brand index is poci tea. However, there is a decrease in the tea percentage, indicating a decline in consumer satisfaction. This research aims to assess the impact of price variables on consumer satisfaction, mediated by product and brand image intervening variables. The study was conducted in Cirebon in July and August 2024. The type of research is descriptive quantitative. Based on the loading factor figure considered representative at 0.6, the sample size was determined at 114 poci tea respondents taken by accidental sampling. Data analysis is conducted using SEM (Structural Equation Modeling). The findings indicate no direct impact from price (X) on consumer satisfaction (Y3). Price (X) has a significant effect on the product variable (Y1) with a probability of 0.023, product (Y1) has a significant impact on the brand image variable (Y2) with a probability of 0.012, brand image (Y2) has a significant effect on consumer satisfaction variable (Y3) with a probability of 0.044. Moreover, price indirectly affects consumer satisfaction through product and brand image variables with a probability of 0.047.

Keywords: Brand Image, Structural Equation Modeling, Poci Tea, Price, Product

INTRODUCTION

Tea is often consumed as an accompaniment to meals. It is also an agricultural commodity that is very important for the Indonesian economy. In this era of globalization, competition in the industrial world is increasingly fierce, especially in the beverage industry, especially in tea drinks (Putri & Rastini, 2022). Poci tea is one of the businesses that cannot escape the intense competition. According to Fillayata and Mukaram (2020), maintaining consumer satisfaction is one way to survive intense competition.

Poci tea is a drink that is popular among consumers due to its unique characteristics (Permatasari et al., 2023). The results of a survey conducted by Kompas show that 83.3% of Indonesians consume tea (kompas, 2020). This large tea consumption greatly influences the tea beverage industry market. This also led poci tea to be included in the top brand awards list of names.

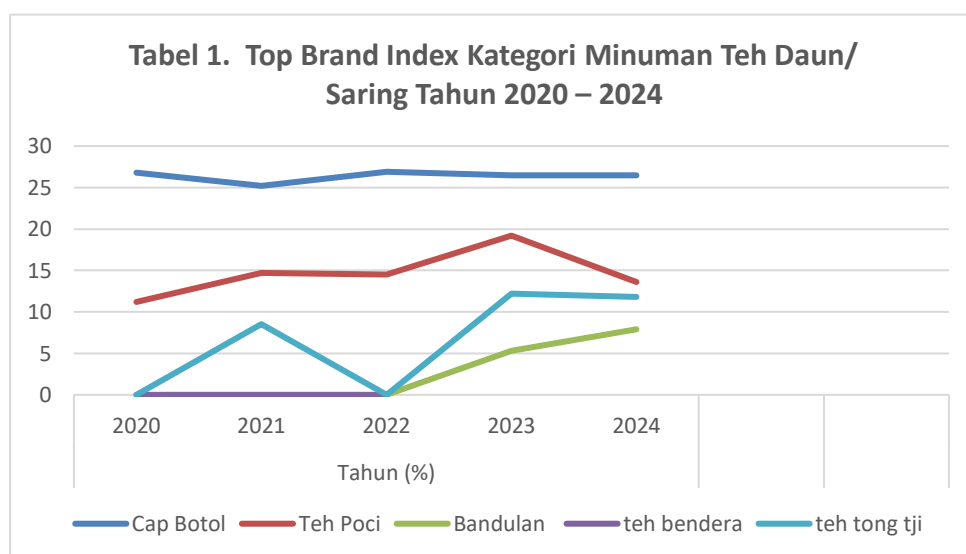


Figure 1
Top Brand Index for Leaf/Filtered Tea Beverage Category 2020 – 2024

The Top Brand Award is an experienced institution that brands people and customers trust in assessing brands based on three aspects, namely Mind Share, Market Share, and Commitment Share (Top Brand Award, 2022). Figure 1 shows the tea drink brands included in the top brand award. In the last 4 years, poci tea has always been among the top brands with a graph that continues to increase; the highest increase occurred in 2023 with a value of 19.2%. however, in 2024, the poci tea graph will decrease by 13.6%, so there will be a

decrease of 5.6% (Top Brand Award, 2024). This means a decrease in Mind Share, Market Share, and Commitment Share of 5.6%. A decrease in the top brand award index indicates decreased consumer satisfaction with poci teas. So, effective efforts are needed to increase consumer satisfaction if consumers do not want to be abandoned.

According to Heryanto (2015) Product and price variables increase sales because of their significant influence. Nisa & Kusuma (2023) Concluded that price and brand image significantly affect consumer satisfaction. Therefore, this variable can be a reference for increasing consumer satisfaction with poci tea.

Some previous studies that are considered relevant to the above include Others:1) Fitriana & Niswardhani (2024)), conducted research on tea consumer satisfaction in poci teas in Ngalah Pandean with multiple linear regression methods and concluded that consumers of Poci tea in Ngalah Pandean are said to be satisfied with the variables that influence its product, price, and promotion variables. 2) Sadewa (2024) researched the influence of product quality service and location on tea poci satisfaction in Sumenep using the multiple linear regression method; the results show that the three variables partially affect consumer satisfaction. 3) Fadilah (2024)research states that product quality influences consumers' satisfaction with poci tea.

The distinction between this study and earlier research is found in the methodology. The method employed in this study was SEM AMOS. Meanwhile, previous research used the regression method. The regression method is considered less appropriate in testing latent variables because of the latent variables. It is a variable that cannot be measured directly. Regression cannot describe a causality relationship (Anuraga & Otok, 2013). Disadvantages of regression in the regression method can be overcome by using the SEM method in testing latent variables, mainly grouped dependent variables (Bollen, 2014). SEM provides accurate analysis with a better efficiency level than regression in analyzing variables in large numbers and groups (Byrne, 2013).

From the research above, There exists a research gap in methodology. Research method gaps include weaknesses or limitations in the approaches or techniques used to collect data or analyze information. The SEM method's measurement can explain in depth what factors influence consumer satisfaction with poci tea, which is known through the

indicators of the measured variables. The findings of this study are anticipated to provide both theoretical and practical contributions to the advancement of knowledge.

REVIEW OF LITERATURE

Price matches product quality

According to Tjiptono in Widiastuti (2022), the price is The part attached to the product that reflects its quality. According to Kotlerin Prakosa (2021), Product quality refers to a product's capability to perform its functions, encompassing aspects such as power, durability, reliability, and overall accuracy. Thus, It can be stated that the alignment of price with product quality is a key factor in pricing carried out by producers according to quality levels of products that are acceptable to consumers. Consumer satisfaction is created when the price is in line with the market and product quality (Novanto, 2022).

Feelings

Feelings are explained as sensations that arise when consuming a product, and sensations are related to good and pleasant judgments that come from the heart (M. Sari & Kapuy, 2021). Sensations influence judgments; if the product provides a good sensation, then a good judgment will be formed, but if the product provides a bad sensation, then a lousy judgment will be formed (Gusnadi et al., 2021). If consumers' feelings towards using products and services fulfill their expectations and needs, they will feel satisfied (Putro, 2014).

Brand is accessible to remember

Being easy to remember is a criterion for forming a company brand. Company (Andrologi & Sugiarto, 2014). Consumers more widely choose branded products than unbranded ones because they value products with a more trustworthy brand; a memorable brand name can Be profitable for the company because customers easily recognize it (Sulistio, 2021). A memorable brand name is one of the factors consumers consider when deciding to purchase a product (I. Firmansyah, 2019).

A brand certainly has its characteristics or uniqueness, which is difficult to distinguish. For competitors to imitate. If a product has a uniqueness that differentiates it from other products, then consumers will easily remember it. Memory Consumers will be

more robust if they can feel the benefits of a product. Products and feel that other brands cannot satisfy the consumer's desires.

Products

A product is anything that is offered to fulfill a need. Consumer needs are elements in a product that consumers usually look for in a product and its benefits (Oscar & Megantara, 2020). Product is one of the keys to realizing an institution's goals by trying to fulfill consumer needs understood by producers (Tjiptono, 2019). The suitability of customer expectations to the reality of the product greatly influences consumer satisfaction (M. A. Firmansyah & Mochklas, 2018).

Price

According to Kotlerin Andriany & Arda (2022), Price is the amount of money paid for a product or service. Moreover, price is the amount of value that consumers exchange to obtain the benefits of owning or using a good or service. According to Tjiptono in Widiastuti (2022), price is an inherent part of the product and reflects its quality. One of the most important parts of consumer satisfaction is price. The price set influences consumer purchasing power, so the price is an element that the Company must consider (Salim et al., 2023).

Based on these experts' insights, it can be concluded that price is the sum of money paid by consumers as an exchange value for benefits from goods or services provided by goods or service providers.

Brand Image

Brand image is the impression and expectations that consumers obtain through information about a product and service (Sudaryono, 2016). The brand image is formed from consumer perceptions in the experience of consuming product companies. It is essential to build a good brand image to attract new and retain existing consumers (Aristayasa et al., 2020). Meanwhile, according to Shafieein Aristayasa et al., (2020), brand image is A set of perceptions about a brand that are reflected through existing brand associations. Consumer minds. So, it can be concluded from the explanation, according to the experts above, that brand image is a perception built by consumers within their minds through experiences and characters that they have seen or felt. Consumers of the product. The better the brand image

of a product, the better it will be. The better the product's impression in consumers' eyes, and vice versa, the better. The lower the brand image, the lower the positive value of the product.

Consumer satisfaction

Consumer satisfaction refers to consumers' overall attitude toward products or services after they have obtained and utilized them. If the quality falls significantly short of expectations, consumers are likely to feel emotional dissatisfaction. Satisfaction can be defined as a person's feeling of contentment, pleasure, and relief because consuming a product or service provides a good service.

According to Asti in Gunawan et al. (2023)), consumers feel satisfied or unsatisfied after achieving their goals, desires, and expectations regarding the menu, prices, facilities, and services. According to Gofurin Gunawan et al. (2023), Consumer satisfaction is an emotional response. A person's feelings of happiness or disappointment emerge after comparing the product's outcomes with the expected performance. If the product performance is lower than expected, then consumers can be disappointed; if it turns out to be by expectations, consumers. Consumers will feel satisfied if their expectations are met; if they are exceeded, they will feel delighted.

Poci Tea

Poci tea is a product of PT Poci Kreasi Mandiri, established more than 15 years ago by the Sosrodjojo family under the auspices of the Rekso group. The post is quality tea from our plantation and is processed in a European-standard factory established in 1953 (Estehpoci.id). The Poci Tea Company has absorbed many workers, and the survival of its employees is influenced by the state of the Poci Tea Company (Nurbaity & Saring, 2017).

The review above can compile a framework for thinking and submitting a research hypothesis based on the findings of several earlier studies, backgrounds, and literature. The framework of thinking in this study is illustrated in Figure 2.

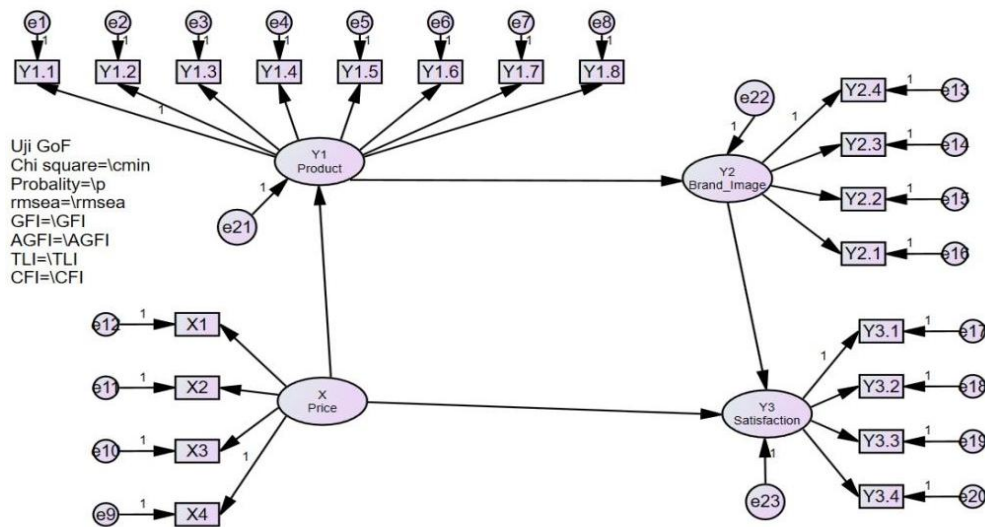


Figure 2
Research Framework

According to the picture above, five research hypotheses can be prepared as follows:

- H1: It is suspected that price (X) has a direct effect on the product (Y1)
- H2: It is suspected that the product (Y1) has a direct influence on brand image (Y2)
- H3: It is suspected that Brand Image (Y2) directly influences Consumer Satisfaction Poci Tea (Y3)
- H4: It is suspected that price (X) directly affects consumer satisfaction with Poci tea (Y3)
- H5: It is suspected that price (X) indirectly affects tea consumer satisfaction Poci tea (Y3) through Product (Y1) and Brand Image (Y2)

RESEARCH METHOD

Purposive research was conducted in Cirebon City, given that Cirebon City is one of the well-known places in West Java for Poci Tea. The research took place from July to August 2024. The research population consists of an unspecified number of consumers of Poci Tea in Cirebon City. According to Hair et al. (2010), because the number of respondents is unknown, the number of samples set at 0.6 corresponds to the loading factor figure, which is considered representative, so the total sample is 114 respondents.

The sampling technique is accidental sampling, and consumers can only fill out the Google form provided once. The data was examined using Structural Equation Modeling (SEM) and processed with the AMOS (Analysis of Moment Structures) software.

The research objects are price variables (X), product variables (Y1), brand image variables (Y2), and consumer satisfaction variables (Y3). The variables utilized are those that cannot be directly measured, necessitating that measurements are carried out on the indicators (Devi et al., 2015). To clarify the measurements made on the indicators of each variable, they are explained in the following operational definition:

1. Price (X) is the amount required to obtain the value of Poci Tea products in the quality and benefits they provide. Several factors influence prices to make them attractive to consumers (Haryadi et al., 2021). Indicators of price include 1) the affordability of a price, 2) the suitability of the price to the quality of the product, 3) the competitiveness of a price, and 4) the suitability of the price to the benefits of the product (Kotler in Ramadhan & Budiarti, 2024).
2. Product (Y1) can be offered to the market to satisfy needs or desires (Sabranin Hulu et al., 2022). Which can measured by eight indicators according to Wachdijono et al. (2019), namely: 1) taste, 2) aroma, 3) packaging, 4) packaging design, 5) dosage, 6) brand, 7) promotion, and 8) feeling.
3. Brand image (Y2) refers to the consumer's perception of Poci tea, reflecting the associations held in the consumer's mind. Brand image is associations that arise in the minds of consumers when remembering a particular brand (Damaryanti et al., 2022), according to Rivai (2021), brand image indicators include: 1) the brand is easy to remember, 2) brand credibility, 3) the brand can represent consumer desires, and 4) the brand is constantly updated.
4. Consumer satisfaction (Y3) is a form of consumer perception based on the experience gained. It can be in the form of hopes that have been fulfilled where the products and services provided are very satisfying (Abdilhaqin Salsabilah & Cempena, 2024). This is measured by four indicators, according to Kotler in Herawati et al. (2022), namely: 1) re-purchase, 2) creating word of mouth, 3) conformity to expectations, and 4) continuous purchasing. The operationalization of variables and their indicators can be seen in Table 1.

Table 1
Operationalization Of Variables

No	Variable	Indicator	Measurement Scale	Unit Of Measurement
1.	Price (X)	1. Affordability of a price 2. Price match with product quality 3. Competitiveness of a price 4. Price matches the benefits of a product	Likert	1,2,3,4,5
2.	Product (Y1)	1. Taste in food 2. Aroma in food 3. Packaging 4. Packaging design 5. Measurements 6. Brand 7. Promotion 8. Feelings	Likert	1,2,3,4,5
3.	Brand Image (Y2)	1. Brand easy to remember 2. Brand Credibility 3. Brand can represent consumer desires 4. Brand always update	Likert	1,2,3,4,5
4.	Consumer satisfaction (Y3)	1. Re-purchase 2. Create a word of mouth 3. Conformity to expectations 4. Create a buying decision continuously	Likert	1,2,3,4,5

The study uses a descriptive quantitative research method. (Sugiyono, 2016), using a survey method. The primary data collected is then processed using the Structural Equation Modeling (SEM) analysis instrument processed using the Analysis of Moment Structure (AMOS) program. According to Auyaghlib et al. (2023), Nabilah et al. (2023), and

Wachdijono (2022) Stated that the measurement provisions applied for the Likert scale are a scale of 1 to 5.

RESULTS AND DISCUSSION

Sem Amos Basic Model

Based on the results of data analysis in Structural Equation Modeling on variables price (X), product variables (Y1), brand image variables (Y2), and consumer satisfaction variables (Y3). The results can be seen in Figure 3.

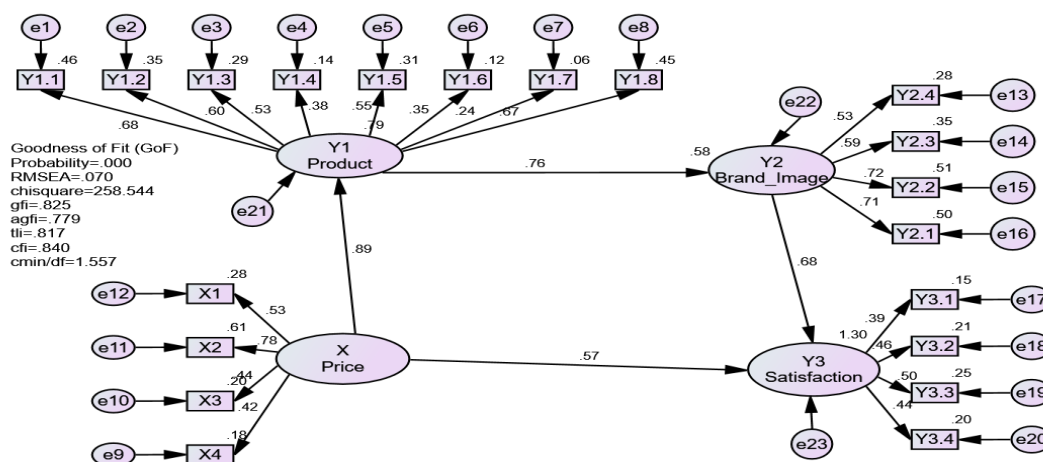


Figure 3
Research model of influence of X, Y1, Y2, and Y3

Figure 3 shows the values for several criteria or model fit indices, which can be explained and seen in Table 2.

Table 2
Model Fit Index (Before Modification)

Index	Cutt off Value	Results	Model Evaluation
Chi-Square	As Small as Possible	258,544	Not Fit
Probability	$\geq 0,05$	0,000	Not Fit
CMIN/DF	$\leq 2,00$	1,557	Not Fit
RMSEA	$\leq 0,08$	0,070	Not Fit
GFI	$\geq 0,90$	0,840	Not Fit
AGFI	$\geq 0,90$	0,779	Not Fit

TLI	$\geq 0,95$	0,817	Not Fit
CFI	$\geq 0,90$	0,840	Not Fit

Source: AMOS SEM Out Text Results, 2024

Table 2 shows that the model obtained is not fit or not suitable, so statistically, it cannot be used as a valid model. To become fit, the model must be modified through the GoF (Goodness of fit) test. The GoF test results can be seen in Figure 4 and Table 3.

Sem Amos Modification Result Model

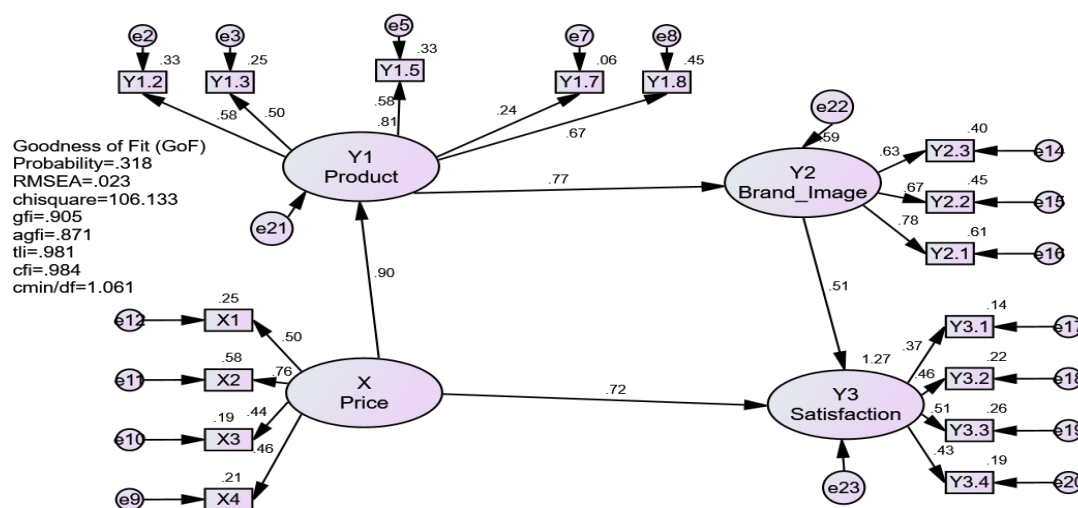


Figure 4
Goodness of Fit Test Results

Table 3
Goodness Of Fit (Gof) Test Results After Modification

Modification Index	Cutt off Value	Results	Model Evaluation
Chi-Square	As Small as Possible	106,133	Fit
Probability	$\geq 0,05$	0,318	Good Fit
CMIN/DF	$\leq 2,00$	1,061	Good Fit
RMSEA	$\leq 0,08$	0,023	Good Fit
GFI	$\geq 0,90$	0,905	Good Fit
AGFI	$\geq 0,90$	0,871	Good Fit
TLI	$\geq 0,95$	0,981	Good Fit

CFI	$\geq 0,90$	0,984	Good Fit
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Source: SEM AMOS 2024 text output results

Figure 4 and Table 3 show that the model has Goodness of Fit. This is good, as seen from the fit index values, which have met the required values and recommended (cut-off value), so it is sufficient to assess a model's feasibility (Intyaswati & Supratman, 2019). Thus, it can be continued to further statistical analysis.

The influence of X, Y1, Y2, and Y3

Figure 4 shows the direct influence of price variable (X) on product variable (Y1), the influence of product variable (Y1) on brand image variables (Y2), the influence of brand image variables (Y2) on consumer satisfaction variables (Y3), and the influence of price variable (X) on consumer satisfaction variables (Y3). To understand the significance of each influence, please refer to Table 4.

Table 4
Significance of the Influence of X, Y1, Y2, and Y3

			Estimate	S.E.	C.R.	P	Information
Y1	<---	X	,981	,271	3,623	0,023	Significant
Y2	<---	Y1	,962	,237	4,054	0,012	Significant
Y3	<---	Y2	,299	,136	2,209	0,044	Significant
Y3	<---	X	,579	,232	2,494	0,133	Not significant
X –Y1— Y2—Y3						0,047	Significant

Source: SEM-AMOS text output adjusted, 2024.

Table 4 shows that the influence of the price variable (X) on the Product variable (Y1) is very significant; this is indicated by a probability value of $0,023 < 0,05$, so H_0 is rejected, and H_1 is accepted. The product variable (Y1) has a significant effect on the brand image (Y2) because the probability value is $0,012$, which is $< 0,05$, so H_0 is rejected, and H_2 is accepted. The influence of the brand image variable (Y2) on the consumer satisfaction variable (Y3) is very significant because the probability value is $0,044$, which is $< 0,05$, so H_0 is rejected, and H_3 is accepted. On the other hand, price (X) has no direct effect on the consumer satisfaction variable (Y3) because the probability value is $> 0,05$, namely $0,133$, so H_4 is rejected, and H_0 is accepted. There is an indirect effect of price (X) on consumer

satisfaction (Y3) through the mediation of product (Y1) and brand image (Y2) with a probability value of $0,047 < 0,05$, so H_0 is rejected, and H_5 is accepted.

The Direct Effect of Variable X On Y1

Price variable (X) has a direct and highly significant effect on product variables (Y1), with a regression coefficient of 0,981 (see Table 4). The regression coefficient value describes changes that occur in the independent variable, which also affect the dependent variable. This indicates that an increase of one unit in price variable (X) will lead to a corresponding increase in product variables (Y1) increased by 0,981 one unit (Fuaddi & Rosida, 2023). Price is something that consumers pay attention to; consumers will assess whether the price set is commensurate with the product they will get. Therefore, price is a particular concern for entrepreneurs. The Tea Poci beverage company has provided the best prices, including affordability, suitability of the price to the quality of the product, competitiveness of the price, and suitability of the price to the benefits of the product itself. Apart from that, consumers of Poci Teas in Cirebon City also really pay attention to price because Poci Teas are quite affordable among the people of Cirebon City, so consumers always choose tea products. Therefore, price is crucial for enhancing consumer satisfaction with Poci Tea. This research aligns with the findings of Kumrotin and Susanti (2021), which indicates that the appropriateness of a product's price influences customer satisfaction.

The highest factor loading values indicate indicators that significantly influence the price variable. Figure 4 illustrates that the highest factor loading value for the price variable is found in the X2 indicator, which is 0,76 (price match with product quality). According to Pardede & Haryadi, (2017), one of the things that creates consumer satisfaction is a consumer process that assesses the price of a product according to its quality. This means that the price set by the Poci Tea business actor is appropriate, and the product quality is acceptable to consumers so that consumers feel satisfied and interested in repurchasing Poci tea products.

The Direct Effect of Variable Y1 on Y2

There is a direct influence from product variables (Y1) on brand image variables (Y2), with a coefficient of 0,962 (see Table 4). This implies that if product variables (Y1) are increased by one unit, brand image variables (Y2) will also increase by one unit by 0,962 one unit (Fuaddi & Rosida, 2023). This is Because the product variable (Y1) offered has met

consumer expectations, including the fragrant aroma of Poci Tea, practical packaging, just the right amount, promotion, and feeling that are always available and diverse. So, suppose Poci Tea products meet consumer expectations; in that case, this will be ingrained and form a distinct brand image in consumers' minds, leading to satisfaction and drawing their interest in purchasing Poci Tea. This aligns with research by Cahayani & Sutar (2020), which states that product quality influences brand image. If the product variable is good, the image of the Poci Tea brand will increase.

Figure 4 demonstrates that the indicator that most effectively illustrates the state of Y1 with the highest factor loading value is the Y1.8 indicator of 0,67, namely "feelings". Feelings here are interpreted as the sensation consumers get when drinking poci tea, which shows that poci tea consumers in Cirebon City are happy with poci tea. Poci tea is known for its unique taste and refreshing sensation, which all groups widely like (Dwitama & Siswahyudianto, 2022). Considering that the weather in Cirebon City is quite hot, consumers feel happy or satisfied when consuming Poci tea, which is a thirst quencher.

The fresh sensation of poci tea tea makes consumers feel happy to buy it. The product can increase consumer satisfaction. The findings of this study are consistent with the research conducted by Pratiwi and Fadhli (2021), which indicates that if the product being sold provides a sensation that surpasses expectations, consumers will experience joy or happiness; conversely, consumers will feel disappointed if the product fails to meet expectations.

The Direct Influence of Variable Y2 on Y3

There is an effect of brand image variables (Y2) on consumer satisfaction variables (Y3), as indicated by the coefficient value of 0,299 (see Table 4). This means that if the brand image variables (Y2) are increased by one unit, Y3 will rise by 0,299 units (Fuaddi & Rosida, 2023). brand image variables (Y2) directly affect the consumer satisfaction variables (Y3), and consumers will prefer the product that includes a brand to those that do not. Therefore, the brand must be accessible for consumers to remember; a brand that is easy to remember consumers will consider Consumers because they have experience consuming products from that brand. If the experience of consuming the brand is not good, consumers will be disappointed and not choose that brand. However, if the brand's experience is satisfying,

consumers will choose the product again. Therefore, brand image is an essential factor affecting consumer satisfaction.

This aligns with the research conducted by Hidayani & Arief (2023), which states that brand image and consumer satisfaction correlate positively and significantly. This means that if a brand image is improved, it will also impact increasing consumer satisfaction at Poci Tea.

Figure 4 displays the highest factor loading value, specifically for the Y2.1 indicator, which is 0,78, namely, "Brand is easy to remember." This can be interpreted as the Poci tea brand in Cirebon City, which has already become established in consumers' minds. The findings of this study are consistent with the research conducted by Rosmayanti (2023), which states that brands that are easy to remember, namely how a brand can stick in people's memories, depicted in the minds of the people so that people can easily recognize a brand by observing its name, logo, symbols, characters, packaging, and slogans in different contexts.

The Direct Effect of Variable X On Y3

Table 4 illustrates the impact of price variable (X) on consumer satisfaction variables (Y3), with a regression coefficient of 0,579 and a P value of 0,133, meaning the influence of the price variable (X) against consumer satisfaction variables (Y3) is insignificant. This is in line with Febriana & Prabowo (2022); Al Aliyah & Istiyanto (2022); and Sari et al. (2018)), in general, conclusion that price (X) does not affect consumer satisfaction (Y3).

The Indirect Effect of Variable X on Y3 Through Y1 and Y2

Figure 4 illustrates the indirect effect of price variable (X) on consumer satisfaction variables (Y3) via product variables (Y1) and brand image variables (Y2), meaning that product variables (Y1) and brand image variables (Y2) are intervening variables. The bootstrap test can assess the significance of the mediating variables (Yasa & Haq, 2023). The results are presented in Table 5.

Table 5
Bootstrap Test on Mediator Variable Y1 and Y2

Track	The Influence is Not Direct, Which is Standardized	P Value	Information
X – Y1 – Y2	0,025	0,023	Significant
Y1 – Y2 – Y3	0,056	0,012	Significant

X – Y1 – Y2 – Y3	0,047	0,044	Significant
X – Y3	0,133	0,133	Not Significant

Source: Text output SEM AMOS, 2024

Table 5 indicates that there is a significant influence of price variable (X) towards product variables (Y1), brand image variables (Y2), and consumer satisfaction variables (Y3) because the P value < 0.05. Thus, there is a fundamental role of product variables (Y1) and brand image variables (Y2) as an intervening variable or mediator variables that connect independent variables with dependent variables sequentially (serial mediation). the indicator that most effectively illustrates the state of Y3 with the highest factor loading value is the Y3.3 indicator of 0,51, namely "Conformity to expectations".

Intervening or mediating variables create a gap between the independent and dependent variables, preventing the independent variable from directly influencing the dependent variable (Apriando et al., 2019). The benefits of mediating variables are: 1) Helps understand the relationship between independent and dependent variables when they are there is not a direct relationship between the two, 2) Explains the process by which two variables interrelated, 3) Helps avoid bias that arises due to not using mediating variables, 4) Helps to get a more complete picture about the real world, and 5) helps examine the relationship between two variables.

The findings of this research align with those of Amanah's (2010) research. Price is proven to influence product quality, with a value of 56.3%, and Price impacts consumer satisfaction through product quality. Caniago et al. (2019) indicated that price significantly impacts consumer satisfaction, mediated by brand image.

CONCLUSION

Serial mediation occurs namely, price (X) has a direct effect on the product (Y1), Y1 has a direct effect on the brand image (Y2), Y2 has a direct effect on consumer satisfaction (Y3), with the indicator that plays the most role in variable Y1 is "feeling," in variable Y2 is "brand is easy to remember," in variable Y3 is "conformity to expectations" and X has an indirect effect on Y3 through variables Y1 and Y2. Therefore, it is recommended that Poci

tea companies always maintain prices, create products that suit consumer desires so that consumers feel happy, and always maintain a good brand image on the market to increase consumer satisfaction with Poci tea products.

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