



THE EFFECT OF BRAND IMAGE AND PRICE ON CONSUMER SATISFACTION IN ONLINE CLOTHING SHOPPING THROUGH TIKTOK SHOP AMONG THE MILLENNIAL GENERATION IN PEMATANGSIANTAR CITY

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ARTICLE INFO

Received, May 13, 2025

Revised, May 26, 2025

Accepted, June 23, 2025

Available online, June 30, 2026

Keywords:

Brand Image, Price, Consumer Satisfaction



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ABSTRACT

The problem in this study is the low level of consumer satisfaction in online clothing shopping through TikTok Shop among the millennial generation in Pematangsiantar City. This study aims to determine the effect of brand image and price on consumer satisfaction in online clothing shopping through TikTok Shop among the millennial generation in Pematangsiantar City. This type of research is quantitative research with a descriptive quantitative data analysis approach. The population in this study is the millennial generation in Pematangsiantar City with a total sample of 398 respondents. The sampling technique used is a specific sampling technique based on research criteria. The data collection technique used is a questionnaire. The hypothesis testing technique uses multiple linear regression analysis and the coefficient of determination (R^2). The results of the study show that: 1) there is a positive and significant effect of brand image on consumer satisfaction, as seen in the t-test where the t-value of brand image (5.069) > t-table value (1.966), which means the variable is significant. 2) there is a positive and significant effect of price on consumer satisfaction, as seen in the t-test where the t-value of price (8.483) > t-table value (1.966), which means the variable is significant. 3) brand image and price simultaneously have a positive and significant effect on consumer satisfaction, as seen in the F-test where the F-value (87.785) > F-table value (3.018). The coefficient of determination (R square) is 0.308, which means that 30.8% of consumer satisfaction is influenced by brand image and price, while the remaining 69.2% is influenced by other variables not examined in this study.

1. INTRODUCTION

The rapid development of digital technology has brought changes in consumer behavior, particularly in online shopping activities. Social media now functions not only as a means of communication but also evolved into a transaction platform, one of which is TikTok through the TikTok Shop feature. The presence of TikTok Shop makes it easier for consumers to find product information, compare prices, and make purchases directly within a single application (Mas'ud et al., 2022). Furthermore, various features such as live streaming, product reviews, and payment systems available directly within a single application also increase consumer convenience in online shopping. Various promotions such as discounts, free shipping, and flash sales are also attractive, encouraging consumers to purchase products, especially clothing, through TikTok Shop (Prakoeswa et al., 2022).

As internet usage in Indonesia increases, millennials have become a prominent group actively utilizing digital technology, including online shopping (Dehghani & Tumer, 2015). Millennials, generally between the ages of 30 and 44, are employed and have their own incomes. They are a productive age group with purchasing power and a tendency to follow trends, including the use of social media platforms like TikTok. In Pematangsiantar City, this generation tends to choose clothing products through online platforms because they are considered more practical, follow trends, and offer a wide selection of products at varying prices (Kahraman & Kazançoğlu, 2019).

In online shopping, customer satisfaction is a crucial factor that businesses must consider. Customer satisfaction reflects a product's level of success in meeting consumer expectations. According to Kotler and Keller (Atmojo et al., 2023) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing a product's perceived performance with their expectations. Therefore, the higher the level of customer satisfaction, the greater the likelihood of repeat purchases and customer loyalty.

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One factor influencing consumer satisfaction is brand image. Brand image is related to consumer perceptions and beliefs about a brand, which are formed through experiences and information received. According to Kotler and Keller (Lowry et al., 2008) brand image is a perception embedded in the minds of consumers and reflected in associations, namely impressions and memories that arise in consumers' minds when thinking about a product. In online shopping, brand image becomes very important because consumers cannot see the product directly, so they rely more on trust in the brand.

Besides brand image, another factor that influences consumer satisfaction is price. Price is a key consideration in consumer satisfaction, especially in online shopping, which allows consumers to easily compare prices between sellers. According to Tjiptono (Dadi & Wulandari, 2022) price is the monetary amount consumers must pay to obtain a product or service. A price that matches product quality will provide added value to consumers, thereby increasing their satisfaction (Rahi et al., 2020).

However, various issues remain with online shopping through TikTok Shop, particularly for clothing, such as discrepancies between the product received and the product displayed, subpar material quality, and significant price differences between sellers for similar products. Another common issue is the discrepancy between consumer expectations and the actual product received, such as incorrect sizes, different colors, and poor-quality materials (Putri & Yasa, 2022).

This situation can lead to consumer dissatisfaction. This can influence consumer perceptions of brand image and price, which ultimately impacts consumer satisfaction levels. In this study, the clothing products examined were not limited to a specific brand, but rather encompassed a variety of brands available on TikTok Shop. However, it is not yet clear to what extent brand image and price influence consumer satisfaction when shopping for clothing online through TikTok Shop, particularly among millennials in Pematangsiantar City. Therefore, research is needed to analyze the influence of these two variables on consumer satisfaction (Diputra & Yasa, 2021).

Based on these problems, the researcher is interested in taking the title "The Influence of Brand Image and Price on Consumer Satisfaction in Online Clothing Shopping Through TikTok Shop Among the Millennial Generation in Pematangsiantar City"

LITERATURE REVIEW

Brand Image

Tjipno & Diana (Subaebasni et al., 2019) states that Brand image is a name, term, symbol, or design, or a combination of them intended to identify the goods or services of a seller or group of sellers and differentiate them from the goods or services of competitors. According to Kotler Keller (Dam & Dam, 2021) Brand image is a brand image is a product or service that adds dimensions that in a certain way identify it from other products or services designed to satisfy the same needs. Brand image is an idea, word design, graphics and sound/noise that symbolizes the product, service and company that produces the product and service (Girsang et al., 2020). From the definition above, it can be concluded that brand image is a name, design or combination of them used as an individual or company identity on the goods and services they create in order to differentiate them from other company products. so that it can form certain perceptions, beliefs, and impressions in the minds of consumers towards the product. A good brand image will provide added value to a product, because consumers tend to have more trust and confidence in brands that already have a positive image. Conversely, a negative brand image can make consumers hesitate to make purchases. Therefore, companies need to build and maintain a positive brand image to increase customer satisfaction and encourage customer engagement, especially in online clothing shopping.

Price

According to Tjipno & Diana (Sürücü et al., 2019) price is the only element of the marketing mix that generates input or revenue for a company, while the other three elements (product, distribution, and promotion) incur costs (expenses). Price is the sum of all the values that customers provide to gain the benefits of owning or using a product or service. More broadly, price is the sum of the values that customers provide to gain the benefits of owning or using a product or service. Throughout history, price has been a major factor influencing buyer choice. In recent decades, several external factors have become increasingly important. However, price remains one of the most important elements in determining a company's market share and profitability (Seo & Park, 2018).

From the definition above, it can be concluded that price is an exchange that can be equated with money or other goods obtained from a good or service for a person or company at a certain time and place.

Customer Satisfaction

Satisfaction is a feeling of pleasure or disappointment that arises after comparing the perception/impression of the performance (results) of a product and its expectations. Consumer satisfaction is also defined as the overall attitude towards a product or service after its acquisition and use (Purwanto, 2022). Customer satisfaction is an important key to retaining customers. Customer satisfaction is not only about returning to repurchase a product or service but also about recommending the consumer's experience while using the product to others, so that the business is better known and gets many consumers.

According to Febrini, PA, & Anwar (Shehzadi et al., 2020) customer satisfaction occurs when customer expectations are in accordance with or can be met by performance or are close to being met or can even exceed customer expectations. A customer is someone who continuously and repeatedly comes to the same place to satisfy their desires by having a product or getting a service and paying for the product or service. Satisfaction occurs as a result of a psychological response that occurs by consumers who compare the gap between what was previously expected and what was experienced after consumption. Meanwhile, customer satisfaction according to Rita, Oliveira, & Farisa (Nurrachman, 2022) reveals that customer satisfaction is a positive feeling in the form of customer trust that is born from obtaining probabilistic services. Customer dissatisfaction can occur when performance falls short of expectations, and customer satisfaction can occur when performance meets expectations. A feeling of extreme satisfaction and happiness can occur when performance exceeds expectations. Satisfaction can be achieved through a simple process or through a detailed formula. To determine the level of customer satisfaction, it is necessary to understand everything that can lead to satisfaction.

Panuju's (Relifra et al., 2023) ten principles of customer satisfaction are:

1. Start by believing in the importance of customer satisfaction.
2. Choose customers wisely to build customer satisfaction.
3. Understanding customer expectations is key.
4. Look for factors that influence customer satisfaction.
5. 5 Emotional factors are important factors that can increase customer satisfaction.
6. Customers who complain are your loyal customers
7. Warranty is a huge leap in customer satisfaction.
8. Listen to your customers' voices.
9. The role of employees is very important in satisfying customers.
10. Leadership is exemplary in customer satisfaction

Influence between Variables

Brand image is the perception formed in the minds of consumers about a product or brand. A positive brand image will generate trust, confidence, and high expectations regarding the quality of the product offered. In the context of online shopping, particularly for clothing products through TikTok Shop, brand image is crucial because consumers cannot see and try the product directly (George, 2023). According to Kotler and Keller (Bakri et al., 2025) strong brand image can influence how consumers evaluate a product, which ultimately impacts their perceived level of satisfaction. Consumers tend to feel more satisfied when the product they purchase comes from a reputable brand, due to trust in the product's quality and consistency. Research conducted by Astuti et al. (Prasetyo et al., 2023) shows that brand image has a positive and significant effect on consumer satisfaction. This indicates that the better a product's brand image, the higher the level of consumer satisfaction after purchasing and using the product.

Brand image and price are two interrelated factors influencing consumer satisfaction. Brand image relates to consumer perception and trust in a brand, while price relates to the value consumers must pay to obtain the product. When shopping online, consumers consider not only brand image but also the appropriateness of price to the quality of the product offered. The combination of a good brand image and

an appropriate price will provide added value to consumers, thereby increasing their satisfaction. According to Kotler and Keller (Lee et al., 2020) consumer satisfaction is influenced by the comparison between expectations and product performance. A strong brand image can form positive expectations, while an appropriate price will strengthen the perception of value received by consumers. Research by Tamara Nindi (Li, 2025) shows that brand image and price simultaneously have a positive and significant effect on consumer satisfaction. This indicates that both variables play a significant role in increasing consumer satisfaction.

Relevant Research

Previous research that discusses similar topics can also serve as a comparison for researchers in creating a study, helping them understand other perspectives and apply similar discussions to other studies. The large number of previous studies related to the same topic requires researchers to be observant of errors in other research results. This is to avoid plagiarism and word repetition. Previous research can also serve as a source of creativity that can later assist researchers in conducting research. Previous research will facilitate us in determining systematic steps for compiling a study from a theoretical and conceptual perspective. The results of previous research serve as a basic reference when conducting research. This is because previous research serves to expand and understand the theory that will be used in the research study. Based on the results of previous research, the researcher found several previous studies that were significant to this study. Although the discussion is related, this study differs from the previous research.

2. RESEARCH METHODS

This study uses a quantitative survey approach. "Quantitative research is a research method based on the philosophy of positivism, used to study a specific population or sample, data collection using research instruments, and quantitative/statistical data analysis, with the aim of testing a predetermined hypothesis" (Sugiyono, 2019:126). This research aims to determine the influence between two or more variables. The influencing variable is called the independent variable, and the influenced variable is called the dependent variable. This research consists of two independent variables: Brand Image (X_1) and Price (X_2), and one dependent variable: Consumer Satisfaction (Y).

In accordance with the title of the research location, namely "The Influence of Brand Image and Price on Consumer Satisfaction in Online Clothing Shopping Through TikTok Shop on the Millennial Generation in Pematangsiantar City", the location for the researcher to conduct the research is in Pematangsiantar City with the consideration that this area has a millennial generation who is active in using social media, especially TikTok Shop, so it is relevant to study the influence of brand image and digital marketing on consumer satisfaction in online clothing shopping. This location provides access to the millennial generation who are actively shopping for clothing online through TikTok Shop, which is the subject of the research, ensuring relevance and relevance to the research objectives (Muflikh et al., 2023).

This research was conducted from January to May 2026 or approximately 5 months. The population is all objects or subjects that have certain characteristics and numbers determined by the researcher to be studied, analyzed, and then conclusions drawn (Zeithaml, 1988). The population in this study was Millennials in Pematang Siantar City who use TikTok Shop. Millennials were chosen because they are a highly active age group on social media and have a high propensity for digital transactions. The population was determined based on the number of Millennials in Pematang Siantar City, which is 59,234.

A sample is a portion of the population and its characteristics used as a representative in research (Dare et al., 2022). In determining the sample for this study, a non-probability sampling method was used, a sampling technique that does not provide an equal opportunity or chance for each member of the population to be selected as a sample (Setiawan et al., 2021). The type of sampling design used was incidental sampling, a sampling technique based on chance, where anyone accidentally encountered by the researcher and deemed suitable as a data source can be selected as a respondent (Wineman et al., 2024). Despite the chance nature of the sample, the researcher still set boundaries to ensure the sample obtained was relevant to the research objectives.

Based on the calculations above, the sample of respondents in this study was adjusted to 398 Millennials in Pematangsiantar City, this was done to simplify data processing and for better test results. The sampling technique was based on chance, where respondents who met the researcher and met the

research criteria were used as samples. In this technique, not all members of the population have an equal opportunity to be selected as samples, because the selection of respondents was based on the researcher's ease in reaching respondents relevant to the research objectives.

Sugiyono (Martignone, 2025) states that "data analysis techniques are stages carried out after all data from all respondents has been collected." Activities in data analysis include grouping data based on variables from the number of respondents, compiling data based on variables from the number of respondents, presenting data from each variable studied, calculations to answer the problem formulation, and calculations to test the proposed hypothesis. The data analysis techniques applied in this study include descriptive statistical analysis, analysis prerequisite tests (classical assumption tests), and final analysis or hypothesis testing (Primadona et al., 2025b).

"Descriptive statistics is a statistical method used to analyze data by explaining or describing the collected data as it is, without the intention of drawing general conclusions or generalizations" (Sugiyono, 2022:226). Descriptive statistical analysis aims to provide a general overview of the research variables so that they are easier to understand. This study consists of two independent variables, namely brand image (X1) and price (X2), and one dependent variable, namely consumer satisfaction (Y). Some of the things that underlie the need to carry out classical assumptions or multiple linear regression requirement tests are so that the statistical magnitudes or coefficients obtained are truly parameter estimates that can be accounted for or are accurate (Eid & El-Gohary, 2015).

3. RESULTS AND DISCUSSION

Research result

Description of Research Variable Data

In research this, the author processing questionnaire data consisting of from three variables research, namely brand image (X1), price (X2), and satisfaction consumer (Y). Questionnaire in study This distributed to 398 respondents, namely generation millennials in Pematangsiantar City which is used as as sample research. Instruments study arranged use Likert scale in checklist form, which consists of from a number of alternative answer with weight evaluation certain in accordance with provision scale used. Data obtained from results distribution questionnaire the Then processed For analyze the influence of brand image and price to satisfaction consumer in online shopping through application TikTok Shop.

Respondent Characteristics

Tabulation results characteristics of 398 respondents processed using a program that produces description statistics respondents in study is : Based on results data analysis using IBM SPSS Statistics, it is known that of the total 398 respondents, the majority respondents various sex Woman as many as 230 people or by 57.8%. Meanwhile that, respondents various sex man totaling 168 people or by 42.2%. This data show that participation respondents in study This dominated by women. In addition, all the data obtained is valid data without there is missing data, so percentage displayed reflect overall amount respondents (Meesala & Paul, 2018). Based on results data analysis using IBM SPSS Statistics, it is known that distribution age respondents in study This Enough varies, namely be in range aged 30 to 44 years with total respondents as many as 398 people. Age the most dominant respondents is 30 years old as many as 81 people or by 20.4%. Furthermore, at the age of 31 years totaling 43 people (10.8%), aged 33 years as many as 41 people (10.3%), and aged 35 years as many as 40 people (10.1%). Meanwhile that, 32 years old recorded as many as 39 people (9.8%). In the group age others, amount respondents tend more a little, like 34 years old as many as 26 people (6.5%), aged 36 years as many as 29 people (7.3%), as well aged 37 to 39 years, each of which is below 5 %. For older age high, namely 40 to 44 years, the number of respondents the more decreased, with percentage range between 1.0% to 3.3%. By overall, can concluded that majority respondents in study This be in a group age early 30s, which shows that study This dominated by respondents age productive.

Based on results data processing, it is known that of the total of 398 respondents, some big respondents Work as employees and self-employed, each with 41 respondents (10.3%). In addition, there are respondents who work as employee private as many as 39 respondents (9.8%) and entrepreneurs as

many as 34 respondents (8.5%). Furthermore, respondents who work as civil servants, there were 24 respondents (6.0%), and as teachers, there were 21 respondents (5.3%). Meanwhile, that, respondents with type work other own relative amount more small. With thus, it can concluded that respondents in study This dominated by groups workers, in particular employees and self-employed.

Based on Table 4.5 how long to use Tiktok Shop is known that of the total 398 respondents, the majority respondents use TikTok Shop for 1–2 hours, that is as many as 202 respondents (50.8%). This show that part big respondents own intensity sufficient use tall in access TikTok Shop. Furthermore, respondents who use TikTok Shop during more of 2 hours totaling 150 respondents (37.7%), which indicates that Enough Lots respondents who spent time longer in using the platform. While that, respondents who use TikTok Shop during not enough of 1 hour totaled 46 respondents (11.6%), which is group with the least amount. With thus, it can concluded that part big respondents in study This own duration use TikTok Shop is relatively high, namely more than 1 hour per day. This is show that respondents Enough active in use TikTok Shop, so that can give relevant image related behavior consumer in study This. (Shokouhyar et al., 2020).

Research result

Results of Instrument Validity and Reliability Tests

This research conducted in Pematangsiantar City. Population in study This is generation millennials aged 30–44 years, with amount sample study as many as 398 respondents. Before do research, for know whether questionnaire as instrument study Already worthy used in measure the variables studied, then moreover formerly questionnaire the tested try it to respondents outside sample research that has the same characteristics with respondents actually. Validity test in research This used For know size connection between each item statement with a total score for each variable. In this test, the researcher spread questionnaire or questionnaire to generation millennials in the city Pematangsiantar as many as 45 respondents For know validity each statement item on the instrument study This can seen from the calculated r value and the table r value. If the calculated r value $>$ table r , then the statement item declared valid. On the other hand, if $r_{\text{count}} < r_{\text{table}}$, then the statement item stated invalid. Table r value at the level significance of 0.05 with amount respondents 45 generations millennials is 0.301 grains statement declared valid. This is can seen from mark count on each item more big from r_{table} (0.297). Thus, from the 22 statements above all of it declared valid, so that researchers use all statement items the in analysis next. Based on The results of the validity test presented in Table 4.3 show that that all statement items on variables price own mark r_{count} the more big from mark r_{table} that is of 0.301 at the level significance certain. The calculated r value which is obtained range between 0.695 to with 0.834. This is show that each statement item own level good correlation to total variable score price. With Thus, all items of the statement declared valid and can used as instrument study For measure variables price. Therefore That does not there are items that need to be eliminated, so that all items can used in analysis more carry on (Primadona et al., 2025a). Based on the results of the validity test in Table 4.3 are known that all statement items on variabls satisfaction consumer own mark r_{count} more big from mark r_{table} that is of 0.301. The value of r_{hitung} { hitung } r_{hitung} obtained is in the range of 0.725 to with 0.884. With thus can concluded that all statement items on variables satisfaction consumer own level good validity, because capable measure the construct in question in a way right. Therefore that, all items are declared valid and not there are items that are eliminated, so that all items can used in stage more data analysis carry on. Instrument it is said reliable if answer answer respondents to the statement is consistent and stable from time to time and a variables it is said reliable If Cronbach's Alpha value $>$ 0.60. On the other hand If Cronbach's Alpha value $<$ 0.60 then it is said No reliable (Arif & Syahputri, 2021).

Classical Assumption Test

Normality Test Results

Normality Test aim For test whether the data has been normally distributed or no. The data is said to be normal or normally distributed if mark significance on the output of the normality test is more big from 0.05 or more big than 5%. Normality test results can seen in the table as following.

Table 1. Normality Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		398
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.93249714
Most Extreme Differences	Absolute	.034
	Positive	.028
	Negative	-.034
Test Statistics		.034
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test in the table, obtained mark Asymp. Sig (2-tailed) of 0.200 with amount sample (N) of 398. Significance value the more big from 0.05 ($0.200 > 0.05$), so can concluded that the residual data is distributed normal. Based on histogram graph, seen that pattern residual data distribution forms curve resemble bell -shaped and spreading in a way symmetrical around average value. This is show that the residual data has approximate distribution normal. Based on Normal PP Plot of Regression Standardized Residual graph, seen that. The data points are spread around the diagonal line and follow the the direction of the line. This is show that distribution of residual data approaches normal distribution. With thus, it can concluded that assumptions normality fulfilled.

Multicollinearity Test

Table 2. Test Results Multicollinearity

Coefficients ^a							Collinearity Statistics	
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t			Sig.	Tolerance VIF
1(Constant)	11,897	1,978		6,015			.000	
Brand Image	.103	.020	.240	5,069			.000	.784 1,276
Price	.299	.035	.401	8,483			.000	.784 1,276

a. Dependent Variable: Satisfaction Consumer

(Data source : SPSS version 25)

Based on SPSS output results in the Coefficients table containing Collinearity Statistics value, can analyzed that variables independent namely Brand Image (X_1) and Price (X_2) have the same Tolerance and Variance Inflation Factor (VIF) values. The Tolerance value for Brand Image and Price variables are 0.784. This value is more big from 0.10, so that show that No happen symptom multicollinearity between variables independent in the regression model. Next, the VIF value for second variables the of 0.784. This value more small out of 10, so that can concluded that No there is high linear relationship between variables independent. With thus, based on second criteria the that is Tolerance value > 0.10 and $VIF < 10$, then can concluded that the regression model in study This No experience problem multicollinearity.

Heteroscedasticity Test

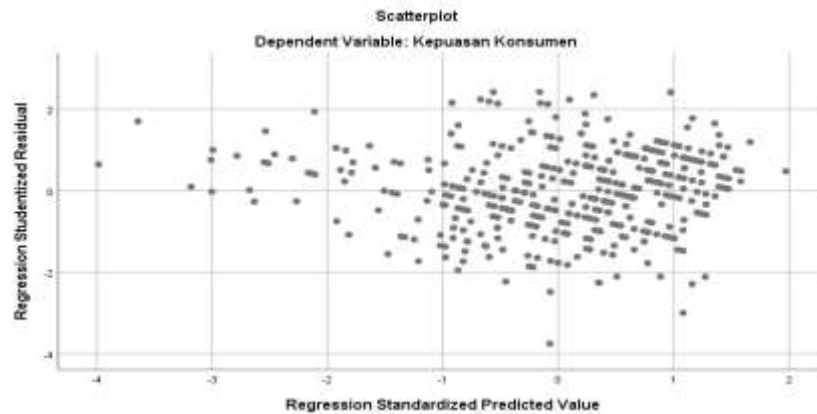


Figure 1. Scatterplot Curve Test Results

Based on Figure 4.3 shows that dot, dot, dot spread above and below number 0 in Y With thus can concluded that No happen heteroscedasticity.

Table 2. Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error		Beta		
1	(Constant)	3,299	1,184		2,788	.006
	Brand Image	-.026	.012	-.122	-2.155	.032
	Price	.037	.021	.098	1,731	.084

a. Dependent Variable: ABS_RES

Based on The results of the heteroscedasticity test in Table 4.14 show that that mark significance Brand Image variable is 0.032 and Price variable is 0.084. Criteria taking decision is If mark significance more big from 0.05 then No happen heteroscedasticity. The Price variable has mark significance more big of 0.05 ($0.084 > 0.05$), whereas Brand Image variable has mark significance more small of 0.05 ($0.032 < 0.05$). However thus, based on results testing in a way overall and supported by a scatterplot graph showing distribution point in a way random above and below number zero on the Y axis, then can concluded that the regression model No experience symptom heteroscedasticity

Hypothesis Test Results

Statistical Test Descriptive

Measurement statistics descriptive variables need done For see data overview general like average (Mean), highest (Max), lowest (Min), and standard values division from each variable namely brand image (X1), price (X2), and satisfaction consumers (Y). Regarding statistical test results descriptive can seen in table 4.11 as following.

Table 3. Results of Descriptive Statistics Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
Brand Image	398	51.00	106.00	86.5879	11.03491
Price	398	33.00	69.00	57.3844	6.33534
Satisfaction Consumer	398	23.00	50.00	37.9573	4.72633
Valid N (listwise)	398				

Based on statistical test results descriptive, the number of data (N) was 398 respondents For every variable.

1. The Brand Image variable (X_1) has minimum value of 51.00 and maximum of 106.00, with an average of 86.5879 and standard deviation 11.03491. This is show that evaluation respondents towards Brand Image is classified as tall.
2. Variable (X_2) has minimum value of 33.00 and maximum of 69.00, with an average of 57.3844 and standard deviation 6.33534, which indicates perception respondents to price Enough Good.
3. Temporary that, variable Satisfaction Consumer (Y) has minimum value of 23.00 and maximum of 50.00, with an average of 37.9573 and standard deviation 4.72633, which indicates level satisfaction consumer classified as tall.

Multiple Regression Analysis Test

Multiple linear analysis used For know the influence of brand image X_1 and price X_2 on satisfaction consumers in the generation millennials in the city Pematangsiantar.

Table 4. Analysis Test Results Regression Multiple

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11,897	1,978		6,015	.000
Brand Image	.103	.020	.240	5,069	.000
Price	.299	.035	.401	8,483	.000

a. Dependent Variable: Satisfaction Consumer

Based on results analysis multiple linear regression on the Coefficients Table, obtained equality regression as following :

$$Y = 11.897 + 0.103X_1 + 0.299X_2$$

Equality regression the can interpreted as following :

1. Constant value amounting to 11,897 shows that If Brand Image (X_1) and Price (X_2) variables are considered constant or worth zero, then Satisfaction Consumer (Y) is worth amounting to 11,897.
2. Coefficient Brand Image regression of 0.103 shows that every improvement One units on Brand Image, with assumptions constant price variable, will increase Satisfaction Consumer of 0.103. Significance value of $0.000 < 0.05$, so Brand Image has an influence positive and significant to Satisfaction Consumers.
3. Coefficient Price regression of 0.299 shows that every improvement One units at Price, with assumptions constant Brand Image variable, will increase Satisfaction Consumer of 0.299. The significance value of $0.000 < 0.05$, so the price has an effect positive and significant to Satisfaction Consumers.

T-test

The t-test is used For know what is used accepted or rejected with level 95% confidence or The same with 5% with condition as following :

1. if t- count > t- table with mark significant more small from < 0.05 , then variables free influential to variables tied. Both
2. if t- count < t- table with mark significant > 0.05 , then variables free No influential to variables tied.

Table 5. T-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,897	1,978		6,015	.000
Brand Image	.103	.020	.240	5,069	.000
Price	.299	.035	.401	8,483	.000

a. Dependent Variable: Satisfaction Consumer

1. Brand Image
Variable (X_1) In testing hypothesis The Brand Image variable (X_1) is known that t - value of $5.069 > t$ table 1.966 and the value significance equal to $0.000 < 0.05$, so can concluded that H_a is accepted and H_o is rejected. In general partial stated that there is influence positive and significant between Brand Image variable (X_1) against Satisfaction Consumer (Y).
2. Price
Variable (X_2) In testing hypothesis The price variable (X_2) is known that t - value of $8.483 > t$ table 1.966 and the value significance equal to $0.000 < 0.05$, so can concluded that H_a is accepted and H_o is rejected. In general partial stated that there is influence positive and significant between Price variable (X_2) against Satisfaction Consumer (Y).

F test

F test is performed For know whether variables free in a way together own influence to Variables bound in matter This count compared to with F table with condition as following :

1. If F count more big from f table with mark significant more small 0.05 then H_o rejected and H_a accepted
2. If F counts more big from ftable with mark significant more small 0.05 then H_i is rejected and H_o is rejected.

Table 6. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2728.854	2	1364,427	87,785	.000 ^b
Residual	6139.420	395	15,543		
Total	8868.274	397			

a. Dependent Variable: Satisfaction Consumer

b. Predictors: (Constant), Price, Brand Image

Based on the table obtained that calculated F value by $87,785$ more big compared to with F table value amounting to $3,018$ things This indicates that results study reject H_o and accept H_a . With thus, in a way simultaneously Brand Image and Price variables have an influence to Satisfaction Consumers in the generation millennials in Pematangsiantar City.

Significant influence This gives the meaning that hypothesis which states that Brand Image and Price have an influence in a way simultaneous to Satisfaction Consumers in the generation millennials in Pematangsiantar City can accepted.

Coefficient of Determination Test

Table 7. Coefficient Test Results Determinations

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.555 ^a	.308	.304	3.94244

a. Predictors: (Constant), Price, Brand Image

Based on the Model Summary test results table, it was obtained The R value is 0.555 , which indicates that connection between Brand Image and Price variables on Satisfaction Consumer own sufficient relationship strong. The more both Brand Image and Pricing, then Satisfaction Consumers also tend to increase. The R Square value of 0.308 indicates that ability Brand Image and Price variables in explain variation Satisfaction Consumer by 30.8% , while the rest 69.2% is influenced by other factors that are not investigated in study this. This matter show that Apart from Brand Image and Price, there are still there is other variables that can influence Satisfaction Consumers.

Then, the Adjusted R Square value of 0.304 shows that after done adjustment to amount variables independent in the regression model, the contribution Brand Image and Price variables on Satisfaction Consumer still is in the category Enough good. With Thus, the regression model in study This can used For

explain the influence of brand image and price on Satisfaction Consumers in the generation millennials in Pematangsiantar City.

Discussion of Research Results

Assumption test results classic show that the research data has fulfil condition For to be continued to the analysis test regression multiple normality test is condition main so that the data can be analyzed more continue. Based on normality test results known that the data has been normally distributed with mark significance > 0.05 , and supported by a normal PP Plot graph which shows that dot, dot, dot spread around the diagonal line and follow the direction of the line, so can concluded that the data is normally distributed (Kim et al., 2020).

Multicollinearity test results show that Tolerance value > 0.10 and Variance Inflation Factor (VIF) value < 10 . With thus can concluded that No happen symptom multicollinearity between variables independent, so the regression model worthy used (Ali et al., 2022).

Heteroscedasticity test results show that The points on the scatterplot graph are spread above and below the line. number 0 on the Y axis and No form pattern certain. This is show that No happen symptom heteroscedasticity in the regression model (Noviasari et al., 2024).

Based on results analysis multiple linear regression obtained mark constant amounting to 11,897, the value coefficient Brand Image regression of 0.103, and the value coefficient Price regression is 0.299, so that equality the regression is :

$$Y = 11.897 + 0.103X_1 + 0.299X_2$$

1. Constant value amounting to 11,897 shows that If Brand Image and Price variables are considered constant, then Satisfaction Consumer worth amounting to 11,897.
2. Coefficient Brand Image regression of 0.103 shows that every Brand Image improvement will increase Satisfaction Consumer of 0.103.
3. Coefficient Price regression of 0.299 shows that every Price increase will increase Satisfaction Consumer of 0.299.

The results of the t-test are based on The coefficients table shows that mark Brand Image count of more than 5,069 big compared to table 1.966, with mark significance $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. With thus, in a way partial Brand Image has an influence significant to Satisfaction Consumers in the generation millennials in Pematangsiantar City (Chae et al., 2015).

This matter show that the more Good image brand something product, then the more tall level satisfaction consumers. Consumers tend feel satisfied when use product with brands that have reputation good, trusted, and well-known wide. In online shopping, brand image becomes factor important Because consumer No can see product in a way direct so that more depend on perception to brand and reputation product the (Prabaswari et al., 2024).

Next, the value The calculated price is 8,483 more big compared to table 1.966, with mark significance $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. With thus, in a way partial Price influence significant to Satisfaction Consumers in the generation millennials in Pematangsiantar City. This matter show that appropriate price with quality product will increase satisfaction consumers. Consumers will feel satisfied if price paid comparable with the benefits they get accept from product In addition, the appropriate price also makes consumer feel that purchased products own good value (Putri & Yasa, 2022).

The results of the F test are based on ANOVA table obtained that mark F count by 87,785 more big compared to with mark Ftable amounting to 3,018 with mark significance $0.000 < 0.05$. This indicates that results study reject H_0 and accept H_a . With thus, in a way Brand Image and Price simultaneously influence to Satisfaction Consumers in the generation millennials in Pematangsiantar City with level significant influence (Rahman, 2019). Significant influence This gives the meaning that hypothesis which states that Brand Image and Price have an influence in a way simultaneous to Satisfaction Consumers in the generation millennials in Pematangsiantar City can accepted. Coefficient value determination (R Square) in the Model Summary table is 0.308, which means 30.8% of the variables Satisfaction Consumer can explained by the variables Brand Image and Price, whereas the rest 69.2 % is influenced by other variables that are not

investigated in study this. This matter show that Apart from Brand Image and Price, there are still there is other variables that can influence Satisfaction Consumer.

CONCLUSION

Based on results research and discussion that has been described in chapter previously so can withdrawn conclusion as following :

1. There is positive and significant influence of Brand Image on Satisfaction Consumers. This is seen in the t-test where mark thitung from Brand Image (5,069) > value ttable (1.966) which means that the variable the significant. This means that the more Good image brand something product, then the more tall level satisfaction consumers. Consumers tend feel satisfied when use product with brands that have reputation good, trusted, and well-known wide.
2. There is positive and significant influence of Price on Satisfaction Consumers. This is seen in the t-test where mark thitung from Price (8,483) > value ttable (1.966) which means that the variable the significant. This means that the appropriate price with quality product will increase satisfaction consumers. Consumers will feel satisfied if price paid comparable with the benefits they get accept from product the.
3. Brand Image and Price in general together influence Satisfaction Consumers. This is can seen in the F test where mark Fcount (87.785) > value Ftable (3.02). Coefficient test determination of R Square is known of 0.308, which means that 30.8% of the Brand Image and Price variables have an influence to Satisfaction Consumers in the generation millennials in Pematangsiantar City and the remaining 69.2% are influence from other variables that are not investigated in study This means satisfaction consumer No only influenced by one factor only, but influenced in a way together by Brand Image and Price. Second variables the own influence to Satisfaction Consumers, whereas the rest influenced by other outside factors study This.

Suggestion

1. For Business Actors / Online Sellers (TikTok Shop)

It is expected perpetrator business can Keep going improve and maintain the product's brand image so that it remains positive in the eyes consumers, such as with guard quality products, providing good service, as well as build trust consumers. In addition, the determination of price must customized with quality products so that consumers feel satisfied after do purchase.

2. Share Digital Marketing Strategy

It is recommended that the perpetrator business more optimize use of digital media, especially in delivery information price through interesting, clear, and transparent content. This due to media indicators on variables price proven become the most dominant factor in influence satisfaction consumer

3. For Consumers

It is expected consumers, in particular generation millennials, more wise in do online purchases with consider No only price, but also quality products and image brand to obtain maximum satisfaction.

4. For Researchers Furthermore

It is expected researchers furthermore can develop study This with add other variables such as quality products, trust, and service, considering Still there is other external factors study this is what can influence satisfaction consumer

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