

ABSTRACT

Marketing performance is a benchmark for a company's success in building competitiveness and effectively reaching the market. Arei Outdoor Gear, as an outdoor equipment company, is experiencing a decline in organic traffic and issues related to product quality that have emerged on social media. Inconsistent product quality can lower consumer satisfaction, while a less competitive price perception also affects market response. On the other hand, consumer satisfaction plays a crucial role in enhancing marketing performance, making it a key factor in determining the overall marketing performance of Arei.

The purpose of this research is to determine the effect of product quality and price perception on marketing performance and consumer satisfaction. Additionally, this study also examines how consumer satisfaction acts as a mediating variable in strengthening the influence of these two independent variables on marketing performance.

This research employs a quantitative method. The sampling technique used is non-probability sampling, specifically purposive sampling. Questionnaires were distributed to 300 respondents as samples. Subsequently, the data were analyzed using descriptive analysis techniques and Partial Least Square (PLS).

Based on the results of descriptive analysis, it is found that the variables of product quality, price perception, marketing performance, and consumer satisfaction are all in the very good category, with respective scores of 87.6%, 88.9%, 90.6%, and 88.6%. Furthermore, based on the hypothesis testing results using PLS techniques, all variables show significant effects both directly and indirectly.

This research will enrich the marketing literature, particularly in the context of the local outdoor gear industry. Additionally, the findings of this study can serve as a reference for the management of Arei Outdoor Gear in formulating product development strategies, managing price perceptions, and improving quality to optimize consumer satisfaction and drive more competitive marketing performance in the future.

Keywords: *Product Quality, Price Perception, Customer Satisfaction, Marketing Performance, Arei Outdoor Gear*